OCTOBER, 1955

book production

INCORPORATING BOOKBINDING MAGAZINE

THE EXCLUSIVE BUSINESS PAPER OF THE INDUSTRY

Tools for Successful Estimating

BMI & PIA Announce Convention Plans

Elements of Economical Composition

Bindery Techniques & Equipment in Europe

Advances in Electronic Sealing

A Primer in Presswork

Relationships Between Paper Surface & Printing

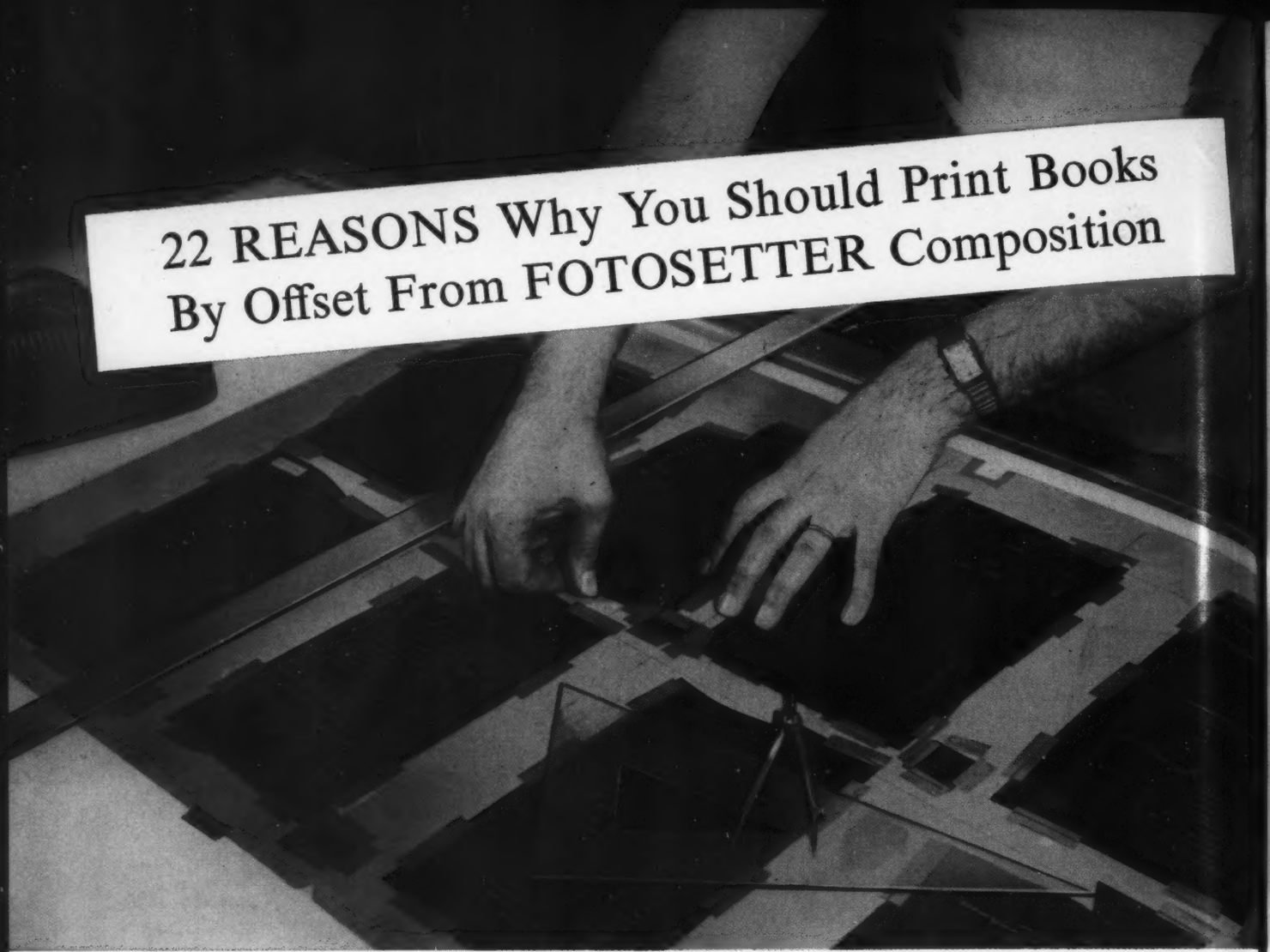
More Students—Fewer Textbooks?

Production Portrait: Kenneth Berend

Methods of Document Lamination

Folio!

22 REASONS Why You Should Print Books By Offset From FOTOSETTER Composition



During the more than six years that the Fotosetter photographic line composing machine has been in successful commercial use, hundreds of books have been set on this revolutionary equipment.

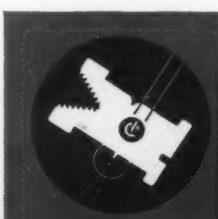
The reasons why book publishers in increasing numbers have turned to photographic composition are:

1. Clean, sharp type in all sizes from 4 to 36 points
2. Close-fitting, full-kerning composition
3. Superior justification methods
4. Unlimited use of pi characters (accents, mathematical signs, symbols, etc.)
5. Wider composition measures (up to 42 picas)
6. Instant mixing of type faces
7. Giant-size enlargements to 144 points and larger
8. Elimination of extra matrix fonts and magazines
9. Elimination of magazine changing for different type sizes
10. Ability to compose entire pages directly on the machine
11. Ease of make-up of type on film or photographic paper
12. Inexpensive ozalid or photo-rapid proofs
13. Non-smear proofs for reading, dummying, etc.
14. Simplicity and precision of making corrections
15. Ease of imposing book pages on film for offset platemaking
16. Reduced platemaking costs in offset
17. Economy and flexibility of color in offset
18. Elimination of makeready in offset
19. Ability to use cheaper papers in offset printing
20. Flexibility in use of illustrations in offset (no expensive engravings required)
21. Elimination of type metal costs and storage space for standing forms
22. Low cost of reprints by offset

The library of Fotosetter faces is already impressive and more are being constantly added. We'll be glad to send you a booklet demonstrating them upon request.

If it isn't made by Intertype it isn't a FOTOSETTER.

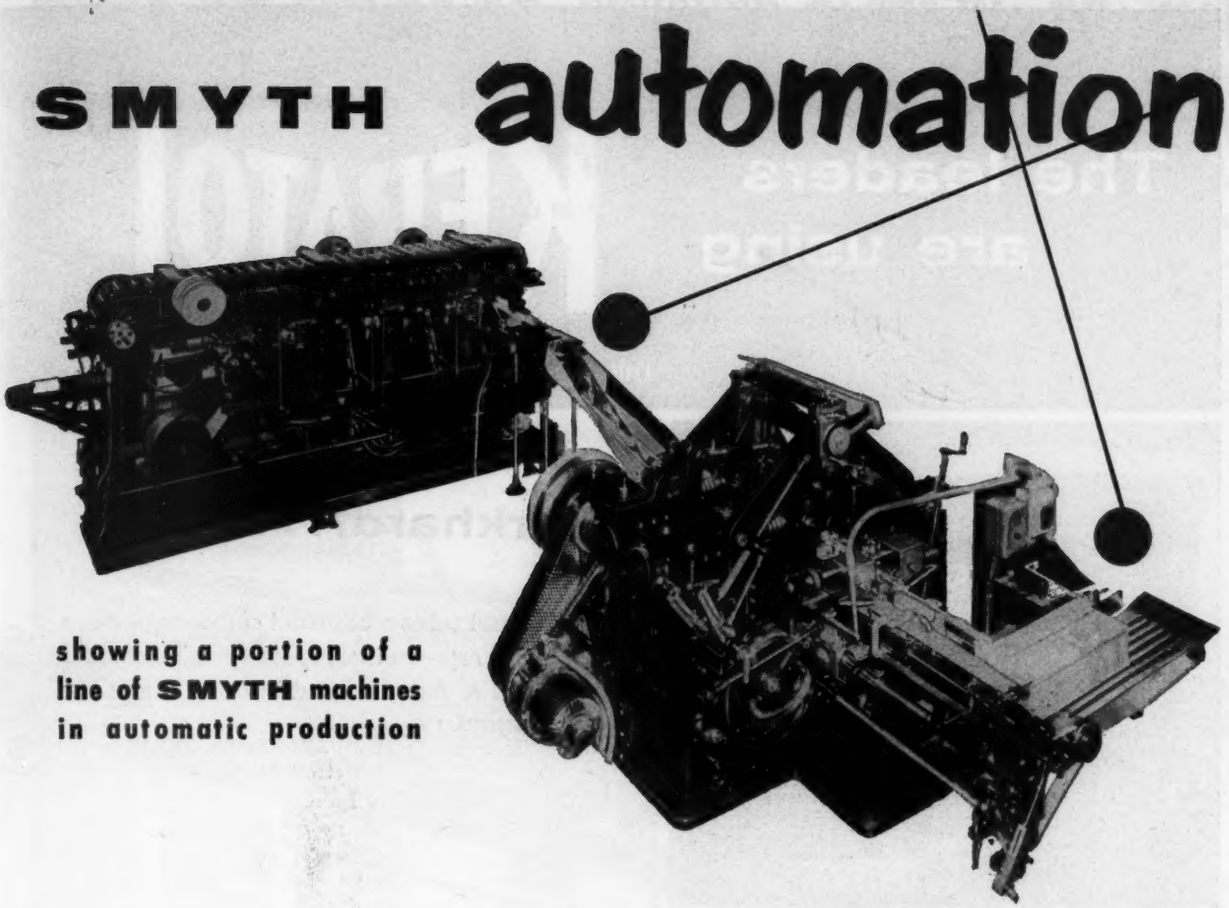
FOTOSETTER is a registered trademark. Fotosetter Times Roman and Futura.



INTERTYPE CORPORATION
360 Furman Street, Brooklyn 1, New York

Chicago, San Francisco, Los Angeles, New Orleans, Boston.
In Canada: Toronto Type Foundry Co. Ltd., Toronto, Montreal, Winnipeg, Vancouver, Halifax.

SMYTH automation



showing a portion of a line of **SMYTH** machines in automatic production

The above Smyth machines show a simple application of the *automatic* manufacture of books by means of semi-automatic machines (a principle carried much further in longer lines of Smyth machinery).

In this particular short line, books are fed to the Smyth Backer by means of a Hopper Feeding Mechanism. A Conveyor Feeding Mechanism receives the rounded and backed book, inverts it, and *automatically* conveys and feeds it into the Liner in precise timing. This releases two operators for other bindery work, eliminates the handling of books between operations, saves floor space, and gets the books through the forwarding operations faster and with less spoilage. Should the Liner stop, interlocking electrical controls stop the Backer, preventing spoilage of the work or mechanical damage to the machines. Adjustment to the size of the book being run may be accomplished quickly and easily. Illustrated bulletin on request.

Sold by: **E. C. FULLER CO.,** New York, 28 Reade Street; Chicago, 720 So. Dearborn Street

SMYTH-HORNE LTD., 6, Queen Square, London W. C. 1, England

SMYTH

MANUFACTURING CO. • HARTFORD 6, CONN., U.S.A.

STANDARD OF THE WORLD IN BOOKBINDING MACHINERY

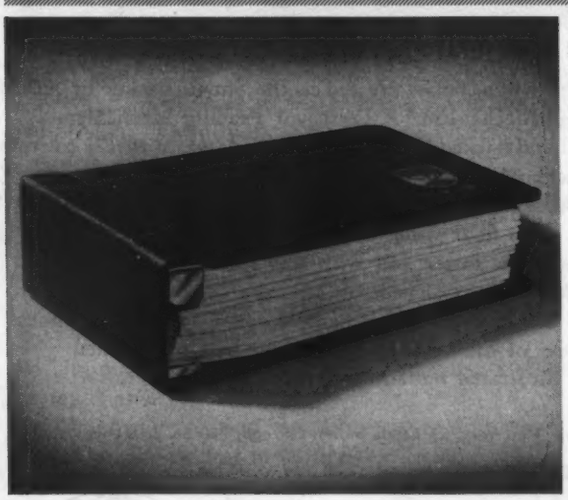
The leaders are using KERATOL

"THE OLDEST NAME IN BOOKBINDING"

Burkhardt . . .

Keratol takes a beautiful embossing—clean and sharp—on these special ring binders for Jones & Laughlin and Warner & Swasey.

THE BURKHARDT COMPANY
Detroit, Michigan



McBee . . .

Look at the rich grain of the Keratol covering on McBee's exclusive new "Swing Hinge" binder—the highest quality appearance.

THE MCBEE COMPANY
St. Louis, Missouri

KERATOL

GENERAL PLASTICS
The General Tire & Rubber Company

Stocks available for immediate shipment:
J. L. SHOEMAKER & Co.
21 S. Richardson Ave.
Lansdale, Penna.

In addition, Keratol is waterproof . . . verminproof . . . and very easy to work!

Would you like Samples?

TEXTILEATHER

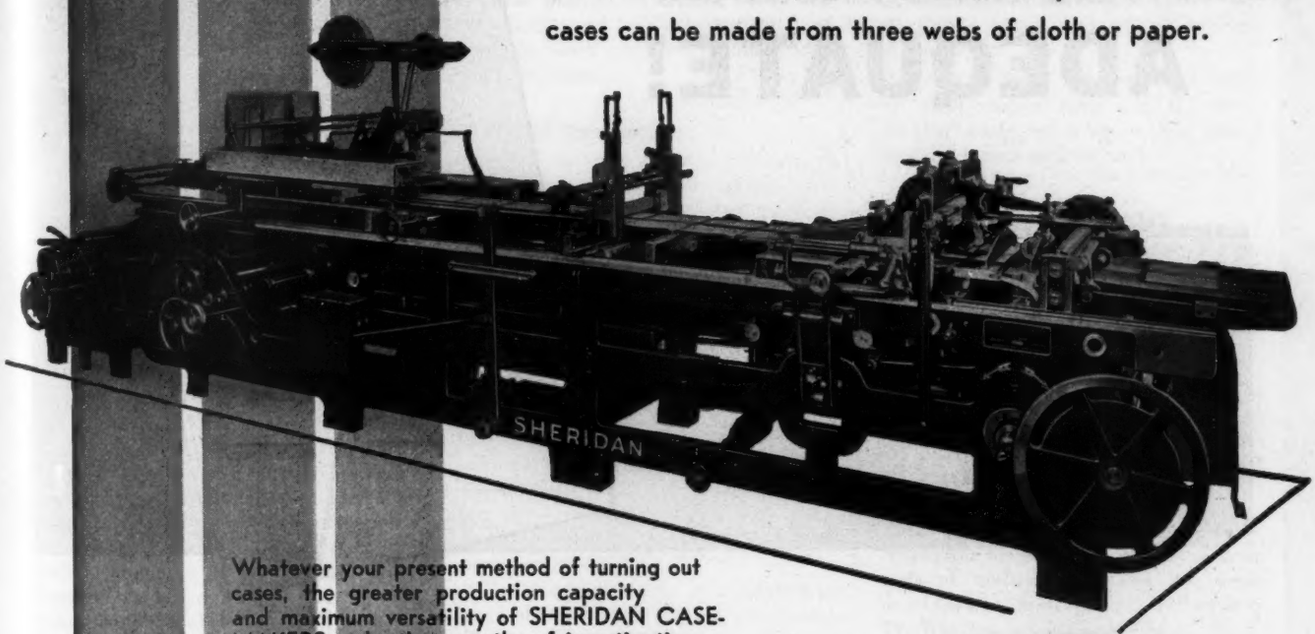
DIVISION OF THE GENERAL TIRE & RUBBER COMPANY

TOLEDO 3, OHIO

BOOK PRODUCTION, incorporating Bookbinding Magazine, is published the 10th of each month at 3110 Elm Avenue, Baltimore 11, Maryland. Address communications to Executive and Editorial offices, 50 Union Square, New York 3, New York. Re-entered as 2nd class matter November 20, 1950, at the Post Office in Baltimore, Md. under act of March 3, 1879. Volume 62, No. 4. Subscription rate $3.00 per year; $5.00, 2 years; Canada 50c per year additional.

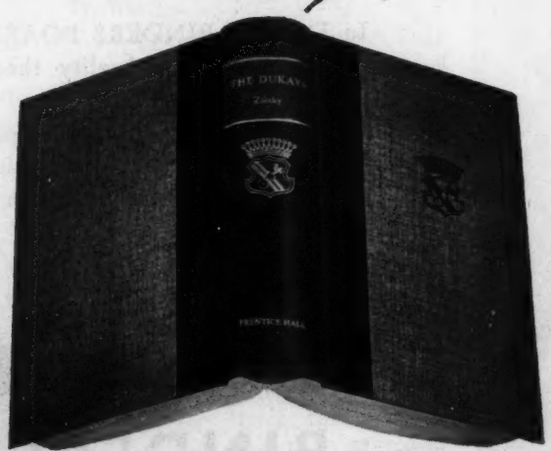
18,000 FINISHED CASES IN 8 HOURS

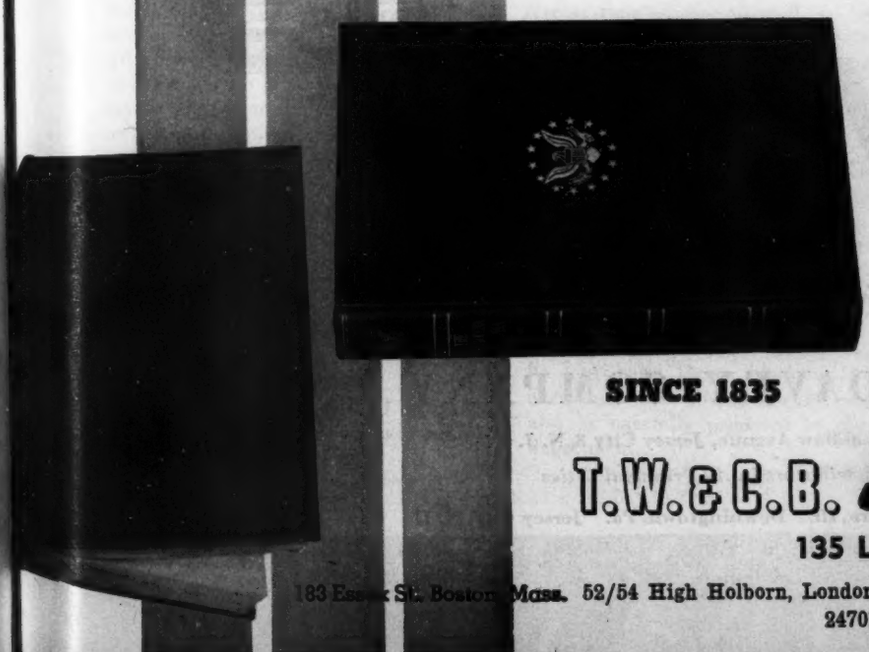
Performance like this is typical of the SHERIDAN 24" END FEED CASEMAKER. With a size range from 5½" x 5½" up to 15" x 24", and an operating speed of 24 to 45 cases per minute, the SHERIDAN END FEED CASEMAKER not only produces more cases than any other casemaker on the market, but accommodates practically every size desired. For the first time *in one operation* half bound cases can be made from three webs of cloth or paper.



Whatever your present method of turning out cases, the greater production capacity and maximum versatility of SHERIDAN CASEMAKERS make them worthy of investigation.

FOR THE EDITION BOOKBINDER: *Casemakers, Gatherers, Trimmers, Smashers, Rounders and Backers, Backliners, Stamping and Embossing Presses.*





An inquiry addressed to the office nearest you will bring a description bulletin on SHERIDAN CASEMAKERS, or any special data you may request.

SINCE 1835

T.W.&C.B. SHERIDAN CO.

135 Lafayette St., New York 13

183 Essex St. Boston, Mass. 52/54 High Holborn, London, W.C. 1, England; 600 W. Jackson Blvd., Chicago 6, Ill.
24701 Crenshaw Blvd., Torrance, Calif.

FAR MORE *than* ADEQUATE!

In DAVEY BINDERS BOARD you'll find not only top quality but more quality than is usually needed. This gives "that something extra" to a book — in beauty, sturdiness and endurance. You'll find DAVEY BOARD strong and durable, surpassing highest standards and always giving peak performance.

SOLID BOARD EST. DAVEY 1842 RED LABEL

Reg. U. S. Pat. Off.

DAVEY
BINDERS BOARD

THE DAVEY COMPANY

164 Laidlaw Avenue, Jersey City 8, N. J.

Distributors in All Principal Cities

Mills at: Aurora, Ill. Downingtown, Pa. Jersey City, N. J.

graphic arts digest

WORLD NEWS

England: The "KT" is a special Keyboard Trainer for use in Linotype training schools. Many students have received training by "KT" and the results confirm that the method is successful. Proofs from all students are practically 100% free of errors. At all times the hands are covered by a metal sheet placed just above the keyboards. The system uses an illuminated panel in the copyholder which verifies the student's work as each key is tapped.

China: The Printing Research Institute in Moscow is designing a Linotype setting machine for China. Two prototypes are under construction. The first model — small and utilitarian — will have 250 keys, while the second model is to be fitted with 2,025 keys.

Austria: The country's 1,200 printing enterprises employing about 23,700, are working to full capacity.

India: After 30 years of study to find efficient and workable printing methods for the Indian languages, the answer has been found in phototypesetting on the Intertype Fotosetter, with Fotomats designed especially for the Hindu language. There is a possibility of development of Fotomats for other languages based on Sanskrit and others such as Arabic, Persian and Urdu. Other languages present similar problems in keyboard setting, and most of these can probably be solved best by phototypesetting.

Switzerland: The Swiss printing industry is beginning plans for Graphic 57, an international graphic arts machinery exhibition to be held in Lausanne in 1957.

Printing World

3-M BRAND MAKEREADY

Minnesota Mining and Mfg. Co. has developed a new makeready process. All elements in the form are brought as close to type high as possible. Once the form is on press, lock-up and register operations proceed in normal fashion. After a good impression is pulled on the stock to be used, a second impression is taken on the special "3-M" makeready sheet, best described as a thermo-plastic paper.

This sheet is then processed through the "3-M" electronic unit. Infra-red heat automatically raises solid areas to .004", tones in proportion—i.e., an 80% tone raises to .0032". An even, dependable overlay is assured, with the elimination of costly, non-productive manhours of makeready.

American Printer

OFFSET PERFECTOR

Printing both sides of a sheet at once, via offset, is taking toll of large flatbed work. Hour rate is said to be 50% more than a regular 38"x52" sheetfed, but production is more than twice the impressions per hour. Close register is believed to be more difficult to hold than on regular sheetfed single- and two-color presses. The offset perfector press is said to be ideally suited for certain types of publication work, particularly when confined to black-and-white printing.

Printing Magazine

TYPE FOR GRAVURE

Selection of type for the rotogravure preparation requires the utmost care because of the conventional printing screen employed. Most printing plants use a very fine screen, usually 150-line, which can hardly be seen with the naked eye unless closely examined. This screen has a direct bearing on the proper selection of type faces for gravure.

When selecting small type, choose one of even thickness of letters throughout, such as the Gothic family and other similar styles. Troublesome faces are those designed with serifs, thick- and thin-sides,or fine lines, which cause poor reproduction.

For displaying type on a Monotype page observe the following precautions. Reverse type on solid black, white on key, should not be smaller than a 10-pt medium face. Eight and six pt. types are not recommended because poor type proofs or slightly heavy inking causes the small white areas of the letters to fill in. For a reverse type on other than a solid, use a type face not smaller than 14-pt medium. Do not reverse type of any normal size on a light tone panel. On light tone panels, any type size of 8 pt. or larger can be used with success.

For good full color type usage: reverse type on all 50% or darker primary colors except yellow; overprint on all light tones primary colors except dark blue; run black type on white mortise in questionable background or color swatches; reverse type on black panel within multicolor background colors.

Correct positioning of type in any of its four basic forms, black on white, overprint, in reverse, or in color, should also be carefully prepared by the art department.

Gravure

PICA VS. INCH

Printers have been trying for 25 years to get photoengravers to use pica saws instead of inch saws. Their reason is that cuts made by photoengravers are only used by letterpress printers, whose basic measurement is the pica.

Any engraver will tell the printer that he can get his cuts made up in pica measurements. But this is generally accomplished by drawing a line on the cut with a pencil and cutting by eye measurement.

Why not order cuts mounted with 1/8" deadwood on each side and then cut that deadwood down to pica measurement before making up?

New England Printer

COATING FOR MAG PLATES

When storing magnesium plates, brush lightly with Rustban No. 343, the new magnesium preservative, then wrap in Lockerseal wax coated paper, the wax side out. The plates will last forever. Warning: *Do not store plates in ordinary chipboard.* The sulphur in the board eats right through the metal.

The Pacific Printer, Pub. and Lith.

NEW EQUIPMENT

A temperature control unit which provides three separate, automatically controlled temperatures for the inking rolls of multicolor presses has been developed by Sterling, Inc., Milwaukee 12, Wis.

Ink-O-Saver, made by Acrolite Products, Inc., West Orange, N. J., is a compound which is sprayed on ink in the press fountain, storage can, or on the mixing table. It prevents skinning and oxidation of letterpress and offset inks.

Finnflex, a product of T. R. Finn & Co., Hawthorne, N. J., is a new line of vibration control mountings for medium and heavy weight machinery.

TAP is a new machine that staples cartons automatically. The operator taps the filled carton against the anvil of the machine. Made by Container Stapling Corp., Herrin, Ill.

The Galtork, made by F. M. Galvin, Boston, Mass., is a pin wrench that is pre-set to the right pressure for patent base grooved rotary cylinder catches. Automatic operation of the tool prevents too much pressure to the catches.

A new non-yellowing overprint varnish for letterpress and litho has been developed by Central Compounding Co., Chicago.

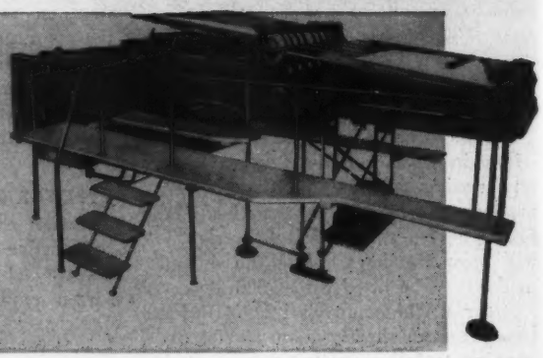
Inland Printer

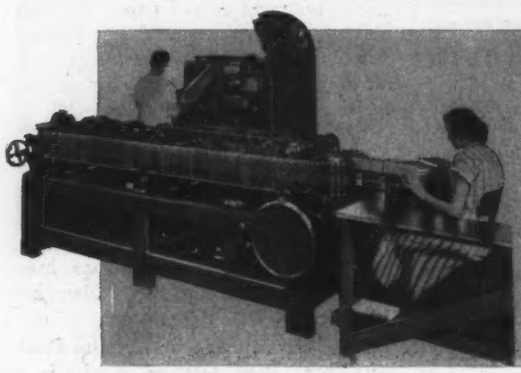
(*Continued on page* 28)

Up Goes Production ... Down Go Costs!

"N" Quad Folder Duplex Attachment

• With this attachment, your present "N" Quad can be adapted to deliver *four* 32 page closed head signatures, perforated head and foot or, on certain lightweight stocks, *two* 64 page signatures (inserted 32s), instead of its present *two* 32s — with economies in folding and subsequent gathering and sewing. • Your "N" Quad can still be operated as a standard single quad.





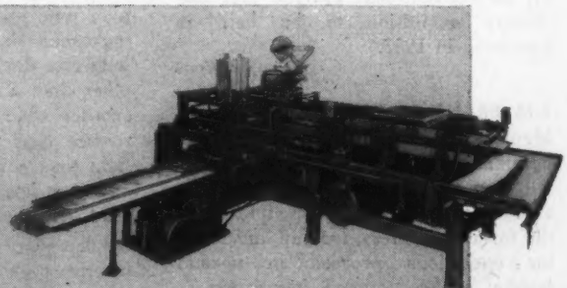
Dexter-de Florez Building-in Machine

• Builds-in hard cased books at speeds up to 2000 per hour. • Any thickness, including case, from 5/16 to 2-13/16", and any width 4 to 8" and any desired length. • Delivers finished books in steady stream about ten seconds after they are fed into compression belts. • Does away with stacking and unstacking, also investment in and maintenance of boards.

Dexter-de Florez Sheet Fed Case Maker

• Builds cases from approximately 6 x 8" to 13 x 20", finished case size.

• Continuous movement of the case during manufacturing eliminates machine vibration problems and produces up to 3000 top quality cases per hour.



ILLUSTRATED CIRCULARS ARE AVAILABLE FOR ANY OF THE ABOVE MACHINES

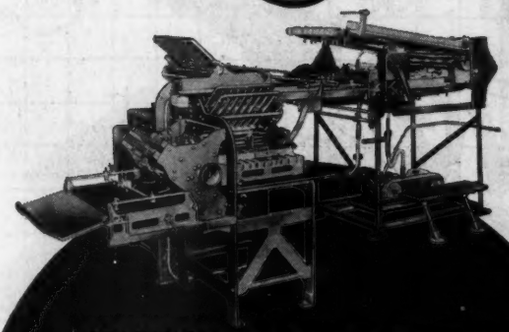
DEXTER FOLDER COMPANY

General Sales Office

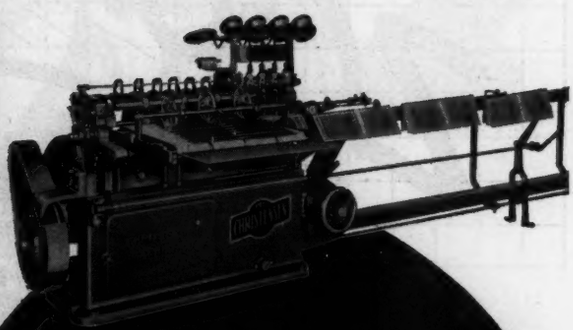
330 West 42nd Street New York 36, N. Y.

DEXTER

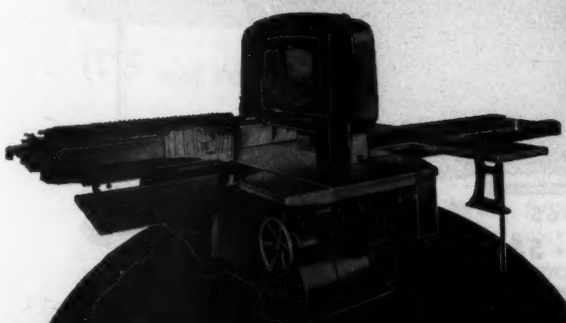
Folding, Stitching, Trimming... for a Profit!



FOLDING is the first step in achieving profits from pamphlets . . . and Cleveland Folders, available in a wide range of sizes, are the standard of the industry. Precision-built, of top quality materials and workmanship, every Cleveland is designed for many years of high-quality, high-speed production.



GATHERING & STITCHING of folded signatures is the next step to bindery profits. The Christensen Gang Stitcher, in the model best suited to your needs, will gather and saddle stitch as fast as operators can feed it . . . up to 7500 books or gangs per hour with McCain Automatic Feeders . . . with unvarying accuracy and reliability.



TRIMMING of stitched booklets is the final profit-making step before delivery. The versatile Brackett Safety Trimmer will trim booklets at more than twice the speed of guillotine cutters . . . and can, with minimum change-over, cut labels, form sheets, pads, flat sheets, etc. Work flows under the knife to a conveyor and wrapping tables, thus eliminating double handling.

ILLUSTRATED CIRCULARS ARE AVAILABLE FOR ANY OF THE ABOVE MACHINES

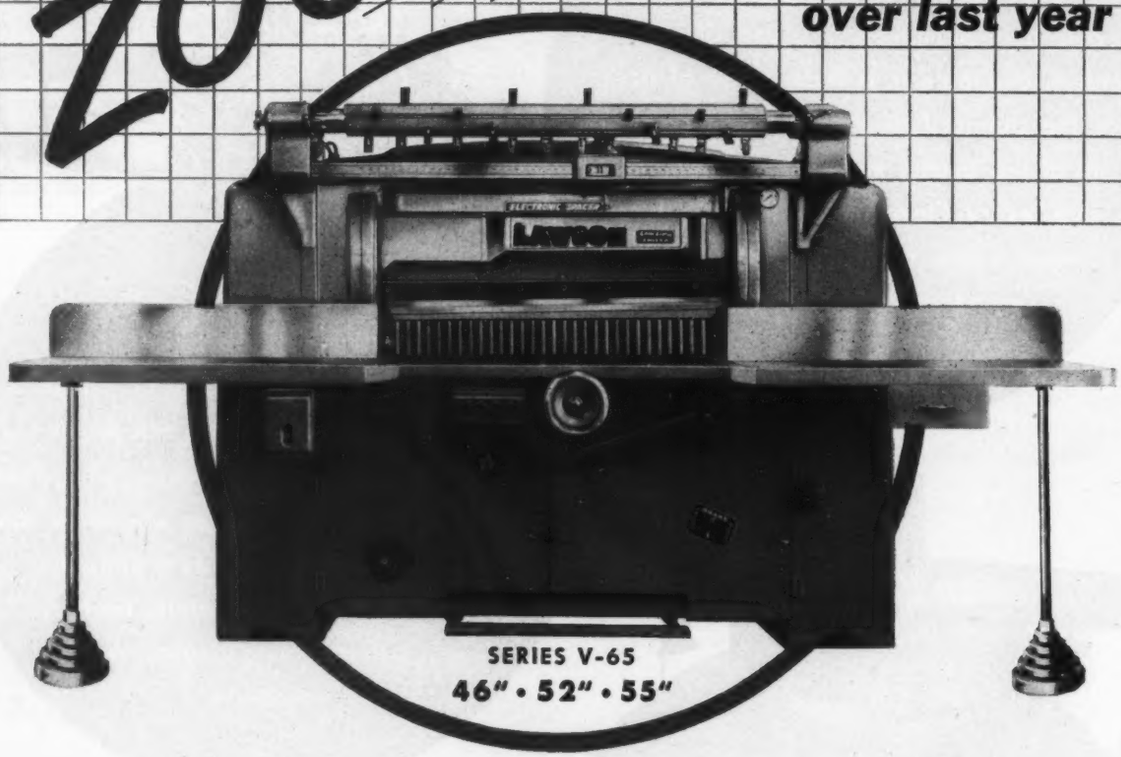
DEXTER FOLDER COMPANY

General Sales Office

330 West 42nd Street New York 36, N. Y.

LAWSON CUTTER SALES ZOOMING

35% increase over last year



SERIES V-65
46" • 52" • 55"

Why has the industry gone Lawson?

Because . . . Lawson (in 1947) pioneered the standardization of cutters — making it possible to add an Electronic Spacer or Motor Operated Back Gauge right on the customer's floor.

Because . . . Lawson Cutters (since 1947) . . . feature Hydraulic Cushioned Clamping, pioneered successfully by Lawson. Accurately cut all types of paper without disturbing the pile.

Because . . . Lawson (in 1949) . . . introduced the exclusive Electronic Spacer. This applied electronics to speed up paper cutting production – assures accuracy to .002".

Because . . . more Lawson Hydraulic Clamp Cutters are now in operation than all other makes combined — proof of their extreme accuracy, greater safety, and increased production.

See the new Series "V-65" — the ultimate in Hydraulic Clamp Cutters and Electronic Spacers. Write today for illustrated folder.

E. P. LAWSON CO. main office: 426 WEST 33rd ST., NEW YORK 1

CHICAGO: 628 SO. DEARBORN ST. BOSTON: 176 FEDERAL ST. PHILADELPHIA: BOURSE BUILDING

May we tell you about our

OPERATION?

...IT'S not really a long story...just the plain facts, sir.

- ✓ PEERLESS has been in business since 1914.
- ✓ Has made every type of marking equipment for Hot Stamping.
- ✓ Has successfully used every type of Roll Leaf, (Silver & Gold and every color of pigment on most every type of product).
- ✓ Has served vast and varied markets throughout the world.
- ✓ Has a first rate experimenters laboratory.
- ✓ Has a top notch research department.
- ✓ Has offices in Boston and Chicago.
- ✓ Has representatives in St. Louis, Louisville, Los Angeles, San Francisco, Montreal, London, Eng.

Some operation, eh wot?

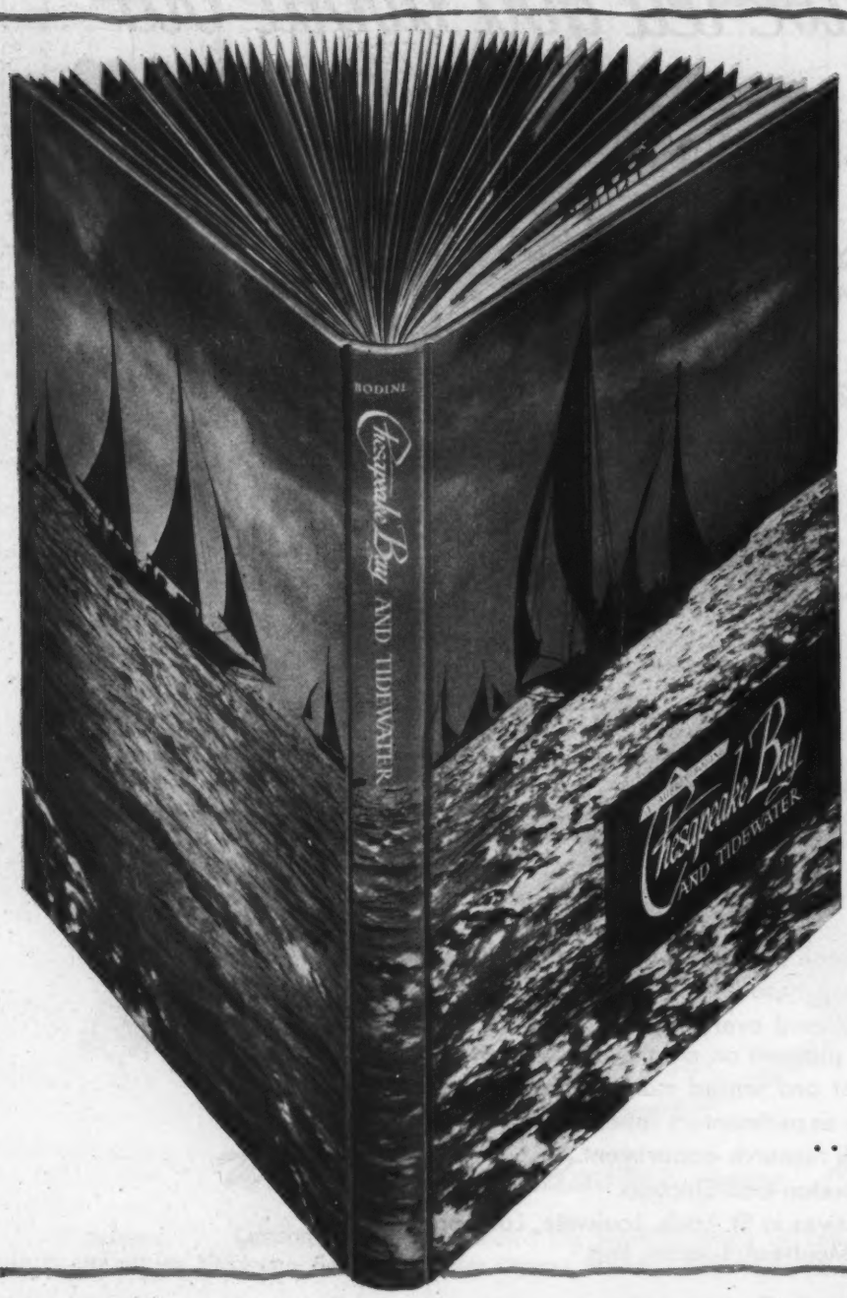
Now... no matter how difficult your case... our "doctors" have the "cure". Remember we've been called in on "consultation"... "operated" on and "healed" many industries for 40 years. We've built a terrific "Practice".

Achievement toward Perfection

PEERLESS ROLL LEAF COMPANY, INC.

4511-4513 New York Ave., • Union City, N. J.

Historic bay beautifully covered...



"Chesapeake Bay and Tidewater" captures the charm of one of our most beautiful regions. The publishers of this pictorial panorama were so impressed by the flawless photographs that they chose one lovely twilight scene to be the cover. Inside this handsome volume are 220 more delightful word-and-camera pictures by famous photographer A. Aubrey Bodine.

Du Pont "PX"* Cloth was chosen for the binding, because it has a shimmer of its own, adding new depth to the lithographed cover scene. And this unusual cover will remain beautiful after years of rereading and handling. Published by Bodine & Associates, Inc., this book was bound by Moore & Company, Inc., Baltimore, Maryland.

. . . tough and durable

. . . resists dirt, grease and water

. . . washable

. . . uniform in quality, color and texture

. . . colorful and attractive

Bound in Du Pont PX® Cloth

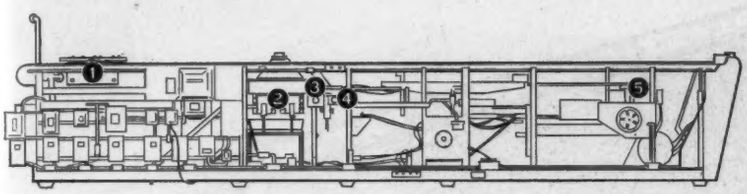
*"Fabrikoid" and "PX" are Du Pont's registered trade-marks for its pyroxylin-coated bookbinding material and pyroxylin-impregnated book cloth respectively.

DU PONT
REG. U. S. PAT. OFF.

DU PONT FABRIKOID® AND PX® CLOTH

BETTER THINGS FOR BETTER LIVING . . . *THROUGH CHEMISTRY*

Try Du Pont's Experimental Binder for your binding operation no cost . . . no obligation

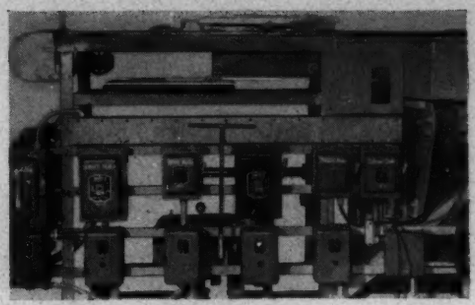


Du Pont's Experimental Binder was developed to permit introduction of most of the variables, one at a time, likely to be encountered in a binding operation. This versatile machine can be used to demonstrate the advantages of binding pocket books, magazines, catalogues and hard books with Du Pont's range of hot-melt adhesives.

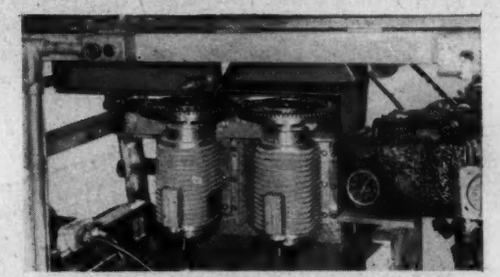
Now Du Pont offers you a practical opportunity to see for yourself, with a trial run on this new binder, how hot-melt adhesives will work best for you . . . streamline your operation . . . cut production costs. Let us show you how you can solve your production problems at no obligation to you.

With Du Pont hot-melt adhesives you get all these big advantages: pages lie flat • faster operation • trim immediately after application • strong, uniform bond • fast drying saves storage space • unaffected by humidity extremes • alkali-soluble • long-lasting binding • economical—one ounce binds twenty pocket-size books.

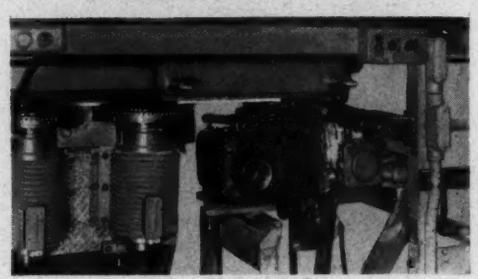
For full information, write E. I. du Pont de Nemours & Co. (Inc.), Finishes Division, Department BP-510, Wilmington 98, Delaware



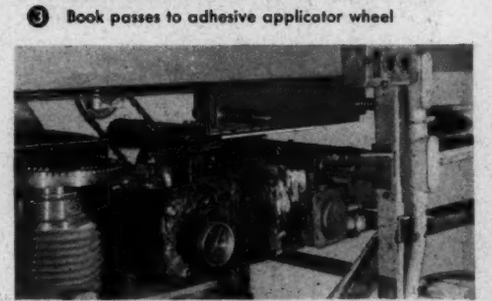
❶ Start of operation—book passes into binder



❷ Book enters notching device—no stapling needed



❸ Book passes to adhesive applicator wheel



❹ Hot-melt adhesive applied

❺ Cover application—operation completed

DU PONT HOT-MELT ADHESIVES

DU PONT
REG. U.S. PAT. OFF.

Chemically engineered to do the job better

BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY

Here it is!

The revolutionary NEW

ANYONE CAN ADD, REMOVE OR TRANSPOSE PAGES BY HAND IN SECONDS — NO MACHINE NEEDED!

SLIDE RING Plastic Binding

The one and only plastic binding that is truly loose leaf!

No binding machine necessary

Slide Ring consists of two separate parts:

- An open ring section which is inserted through punched holes of sheets . . . and
- A backbone piece that slides on the open ring section, to close and lock each ring securely and automatically.

Both operations are performed in seconds without a binding machine . . . by skilled or unskilled personnel. Moreover, later additions, removals or changes of punched sheets are made anywhere . . . by anyone . . . also without machinery of any kind.

Choice of color combinations and imprinting

The two-piece design of Slide Ring Plastic Binding offers use of two colors. The ring section is a translucent white that does not distract from copy or illustrations when the book is open. The backbone piece is available in a choice of five brilliant colors, imprinted or plain, providing contrast or color harmony with covers.

Greater strength and durability

The Slide Ring backbone locks both ends of every ring securely—without cement or any additional operation. Rings can't pull apart. No exposed ring ends to uncurl or overlap on the outside of the backbone.

Costs no more

Slide Ring costs no more than other types of plastic binding. No additional equipment or skilled labor is required.

New profit possibilities for you

- Thousands of advertisers will quickly switch to Slide Ring as soon as they see its many loose leaf advantages.
- Even rush jobs can be easily handled by inexperienced personnel . . . it is not necessary to sidetrack other work requiring skilled help. Also, production is no longer restricted to the availability of binding machines.
- You can also sell Slide Ring binding elements to users who already have a punch and make up their own books—and get your full mark-up on every sale! Get your share of this big, profitable, supply business.

Greatest Plastic Binding Advance in 20 Years!

Mail coupon today for FREE sample and information. Also send us one of your books for binding with Slide Ring. No obligation.

PLASTIC LOOSE LEAF, INC.

Subsidiary of Wilson Jones Company

Chicago 6, U. S. A.

RECORD KEEPING ESSENTIALS WJ

Plastic Loose Leaf, Inc.
209 S. Jefferson St.
Chicago 6, Illinois
Dept. BP

PLL INC

Gentlemen: Please rush me complete details about Slide Ring Plastic Binding.

Sample for binding herewith ☐
Under separate cover ☐

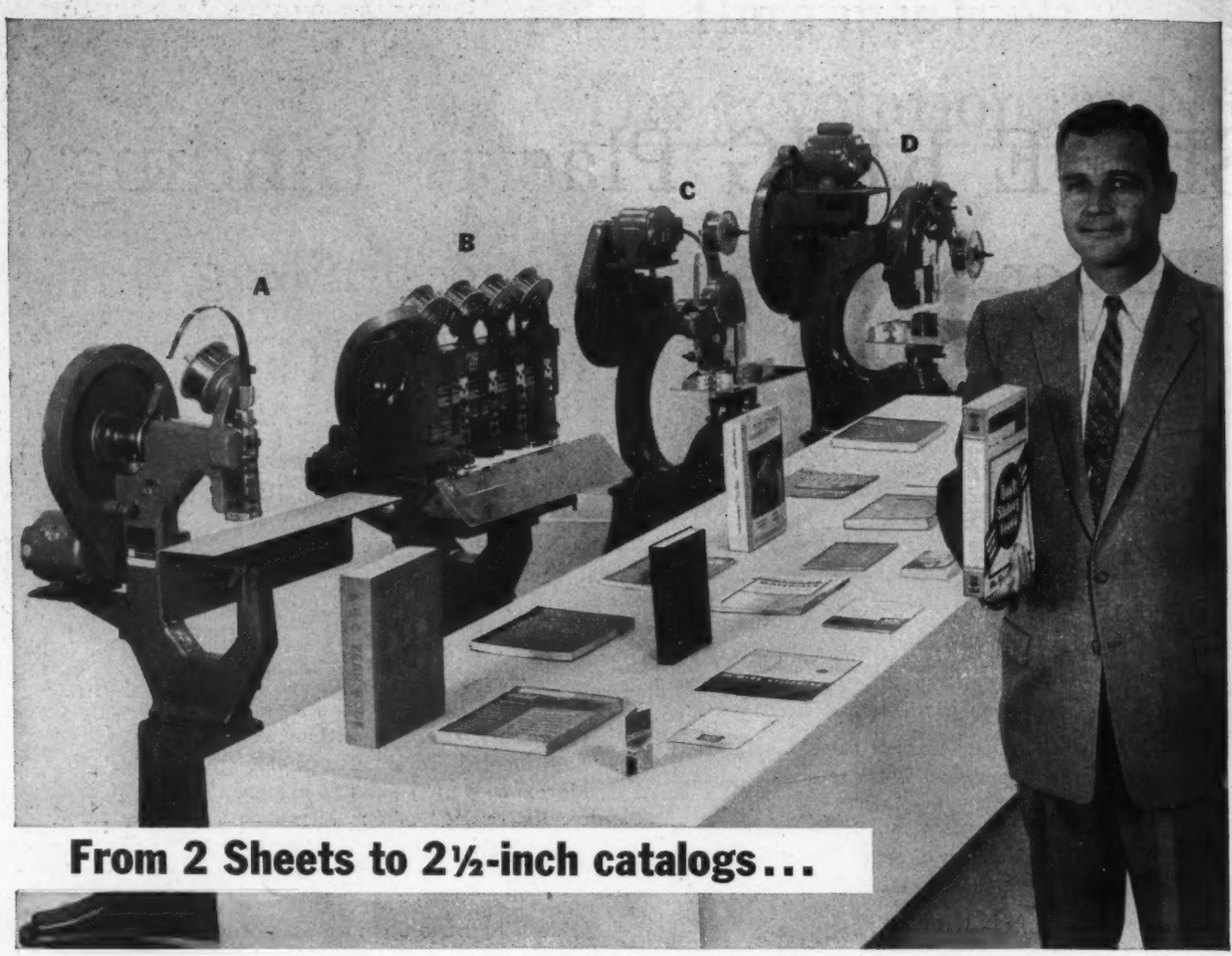
Name_____

Company_____

Department_____

Address_____

City_____ Zone_____ State_____



From 2 Sheets to 2½-inch catalogs...

you get fast, low-cost wire stitches with an Acme Steel Book Stitcher

A. Want to stitch two sheets . . . or a booklet that's ½ inch thick? Then the low-priced precision-made Model A Book Stitcher is for you. It drives up to *250 stitches a minute.* The table tilts for either side or saddle stitching. Has back and side gauges which adjust for positioning of work. A single lever adjusts stitcher for proper thickness of work.

B. For those really "rush" jobs, the Model P drives *from one to six stitches simultaneously.* You turn out more work in less time at lower cost with this multiple head book stitcher. Each head averages 194 stitches a minute. Takes two sheets to ¼" booklets . . . has all the other fine, low-cost features of the Model A.

C. If you want to stitch bigger booklets and catalogs . . . from two sheets to ¾ inches, the model N3A is your answer. Gives you smooth, fast operation. Drives as many as 185 stitches per minute. Roll type wire feed assures uniform stitches. *Separate adjustments* for wire feed and for thickness of work insure better performance. And the heavy-duty stitching head promises long, trouble-free life.

D. How about those extra thick jobs . . . the ones up *to 2½ inches thick?* With the Model N3B, you'll take on the big orders with confidence. This book stitcher assures long life with minimum wear because of its rugged construction.

Most leading graphic arts dealers are ready to explain any one of these four Acme Steel Book Stitchers . . . without obligation. Ask or write Dept. QR-105 for further information.

ACME STEEL PRODUCTS DIVISION

ACME STEEL COMPANY

2840 ARCHER AVENUE, CHICAGO 8, ILLINOIS • ACME STEEL CO. OF CANADA, LTD., TORONTO

ACME STEEL

All New 1955 Edition

WILSON JONES

Bookbinders Hardware Manual

Now in Handsome Loose Leaf Binder... easy to keep up to date.

Filled with all the information you need to sell more Loose Leaf of all types. Hundreds of styles, sizes and capacities . . . all newest Metals shown.

"Slide-Ring" Plastic Loose Leaf data also included.

Highlights of this New Edition

- **New grouping of related items for quick and easy reference**
- **New 11" x 8½" Page Size. Bigger, easier-to-read**
- **Bigger pictures . . . and more of them**
- **New section illustrating Completed Binders, Punches, Indexes and other Catalog Accessories sold by Bookbinders**

Send for your copy today!

Metal Parts Division
WILSON JONES COMPANY
516 N. Spaulding Avenue • Chicago 24
122 E. 23rd Street • New York 10

RECORD KEEPING WJ ESSENTIALS

WILSON JONES COMPANY
516 N. Spaulding Ave., Chicago 24, Ill.

Please rush my copy of the new WJ Bookbinders Hardware Manual

*Name of company*_____

*Attention of*_____

*Address*_____

*City*_____ *Zone*____ *State*_____

Columbia Firsts

THE first book bound in an offset printed book cloth, supplied by Columbia Mills, was Gertrude Stein's PORTRAITS AND PRAYERS, designed by Ernst Reichl, and published by Random House in November, 1934.

. . . Since the first small printing of that collector's item, Columbia Mills has made offset cloth for millions of American school books. Among the latest of these books is Ginn's *Under the Apple Tree*, bound in

LITHITE **Columbia's perfected offset cover cloth.**

And now—more Columbia Firsts

VYNSIDE the new vinyl impregnated cloth—Columbia Mills also makes Vynside to conform to text book specifications for B, C, and C1.

BRADFORD BUCKRAM a pyroxylin impregnated cloth which accents the linen texture is available in a new range of colors.

BAYSIDE a pyroxylin linen finish with unusual sturdy qualities in the A group price range.

BALTIC the answer to the need for an inexpensive starch filled cloth available in 23 glowing colors.

ATLANTIC BALFOR LINEN now available in the most popular *Baltic* colors.

Columbia Mills is staffed with color experts and skilled technicians.
Please consult us when faced with problems of offset printing or needs for special colors and finishes.

THE Columbia MILLS, INC. • 120 West Onondaga Street, Syracuse 1, New York

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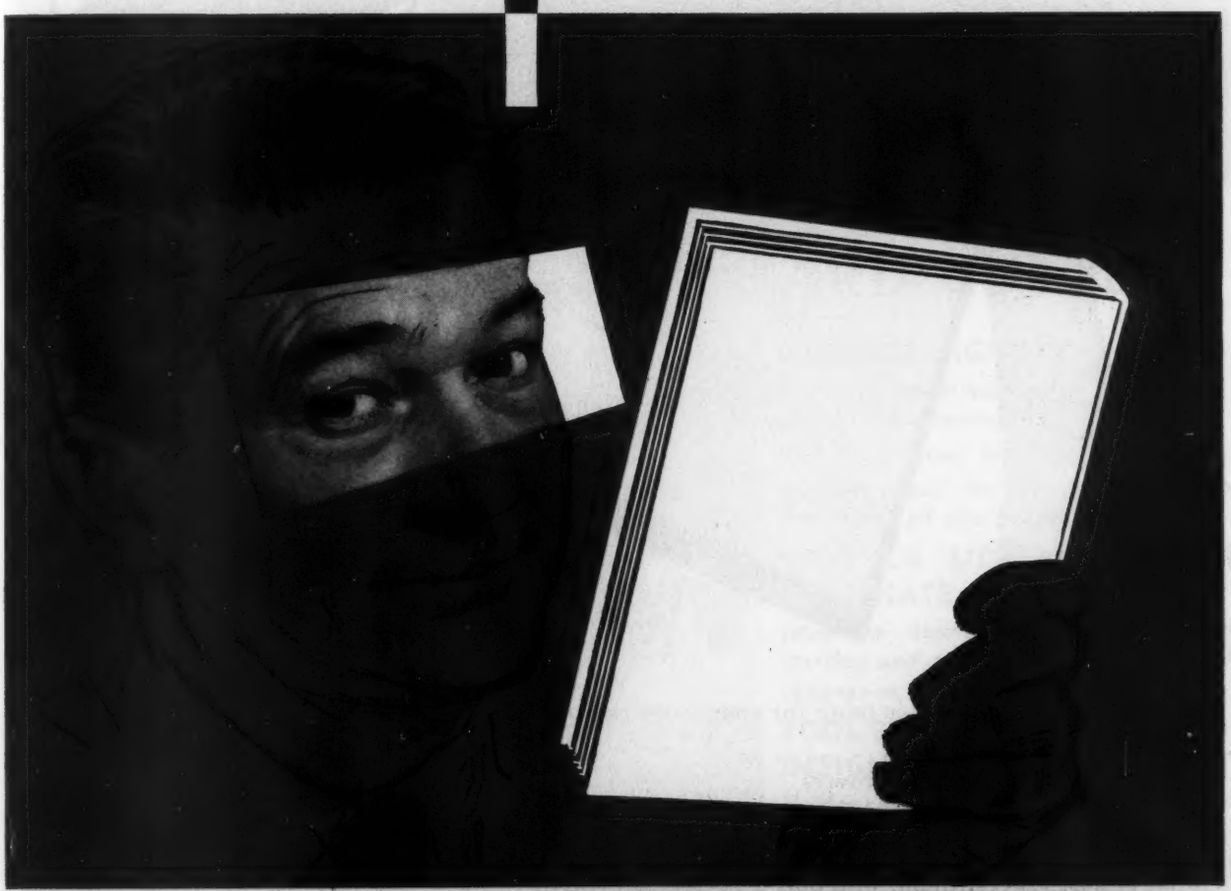
CHICAGO: 320 West Ohio Street, Chicago 10, Ill.

A new letterpress paper made for the eyes

Oxford's new *Softone Plate,* with a smooth, film-coated surface, is the ideal paper for easy-to-read letterpress book printing in monotone and multicolor. It takes halftone and process reproduction with depth, sharpness and accuracy. Oxford Softone Plate is made to meet B. M. I. specifications for school textbooks.

You will want to see and feel this fine new book paper. Ask your Oxford Merchant or write us about Oxford Softone Plate and other Oxford book papers.



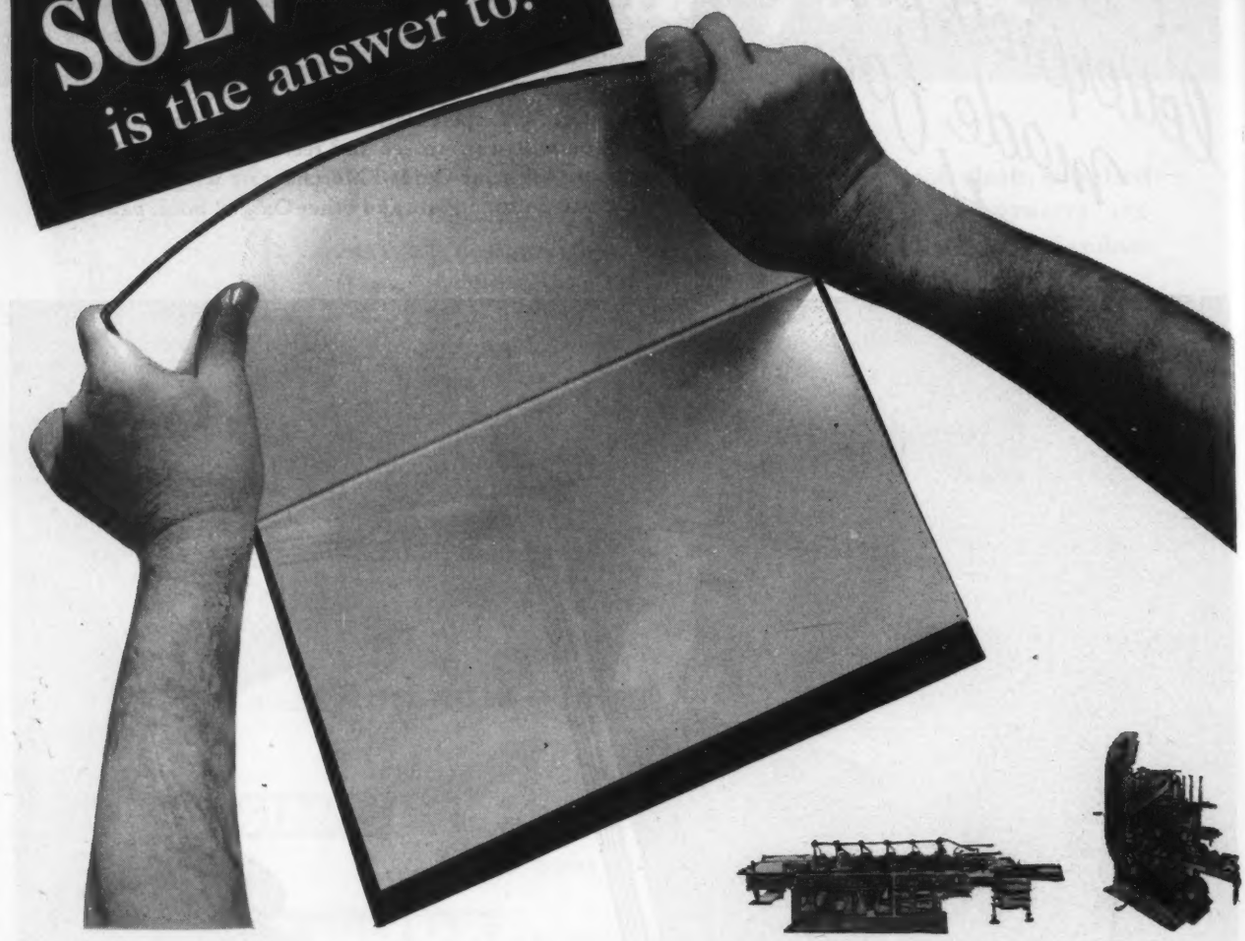
Oxford Softone Plate

OXFORD PAPERS

OXFORD PAPER COMPANY, *230 Park Avenue, New York 17, N. Y.*
OXFORD MIAMI PAPER COMPANY, *35 East Wacker Drive, Chicago 1, Ill.*
MILLS AT RUMFORD, MAINE AND WEST CARROLLTON, OHIO

SOLV-TEX* is the answer to:

Quality with High Speed Production



There's a Solv-Tex* casing-in paste for your every end sheet problem, such as:

Pyroxylin covers
Vinyl covers
Offset Varnished covers

No hit-or-miss experimenting with Solv-Tex* — just specify the cover material you are working with and we furnish you with the right Solv-Tex* paste.

SOLV-TEX*

Holds End Sheets Firmly

•

Has No Objectionable Odor

•

Maintains Its Qualities Always

•

Works Well on Printed End Sheets

•

Flexible — Non Warp

Better Adhesives Thru Research for over 55 years has given us the "know-how"

AMERICAN ADHESIVE MFG. CO., INC. QUALITY

*Trademark

American Adhesive
MANUFACTURING COMPANY, INC.

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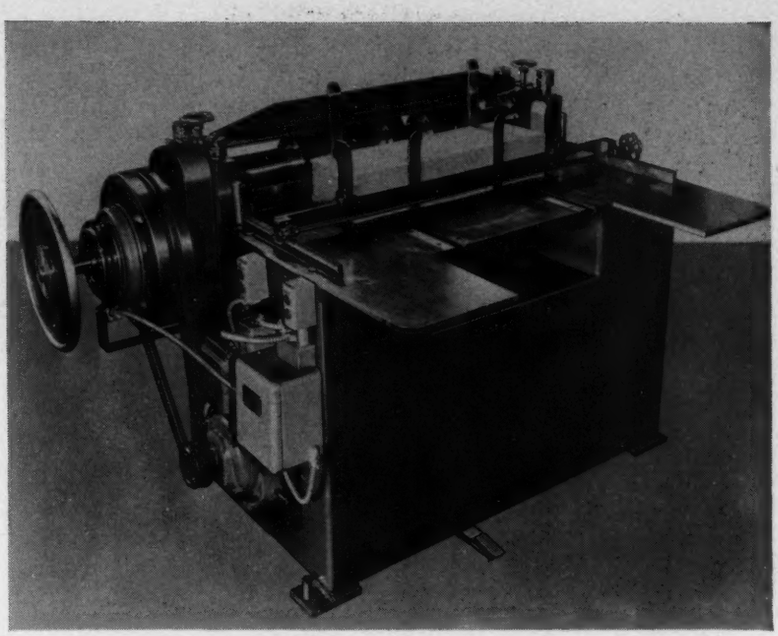
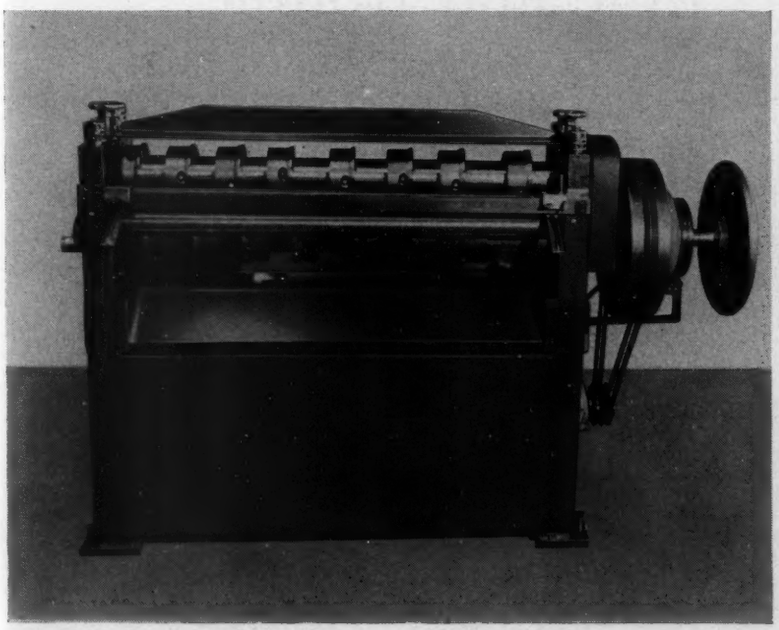
SOuth 8-5109 SOuth 8-9046

The Newly Designed



CRAWLEY ROTARY BOARD CUTTER



EXTREME RIGIDITY

Box type frame eliminates spring and vibration

Ball Type Thrust Bearings

Variable speed for fastest possible production of all size boards

FOOT OR SIDE SWITCH FOR IMMEDIATE CONTROL

Magnetic Electric Clutch for instant starting and stopping — with little belt slippage or slow down

TOOL STEEL CUTTERS ARE DESIGNED FOR LONG LIFE

Holder can be furnished in different sizes if desired

AUTOMATIC HOPPER FEED STANDARD EQUIPMENT

Cuts stock up to .1875 thick

Increased production can be obtained with the easily attached AUTOMATIC STACKER- for use with either Single or Duplex model — will stack 1st and 2nd cuts.

Motor —-1½ hp AC
DC motor special

Automatic Feed Duplex Model
Available

Capacity 42"
Floor Space—43"x65"

Larger Models Available on Special Order

THE CRAWLEY BOOK MACHINERY CO.

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COlonial 1-8228

Let ATHOL experience in

PYROXYLIN IMPREGNATED

BOOK CLOTH

save you time and trouble!

It takes more than fine materials to make a fine book cloth. It takes skill and craftsmanship . . . *and* experience.

Producing TEREK took years of thorough, time-tested experience . . . solid "know-how". This sound knowledge resulted in an attractive, rugged pyroxylin impregnated book cloth which retains its fresh, "new" look indefinitely . . . withstands long and constant handling . . . can be washed clean in seconds with a damp cloth when soiled . . . comes in a wide range of rich colors for all book needs.

Athol's vast and valuable experience in book cloth can be of immeasurable help to you. It can save you time, trouble and money. Why not take advantage of these extremely worth-while factors by considering the unrivalled merits of TEREK for *your* next book?

ATHOL MANUFACTURING CO.

Producers of Terek and Terson Products • NEW YORK • ATHOL, MASS. • CHICAGO, ILL.
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HARRIS SEYBOLD COMPANY

Special Products News

Seybold Cutter Knives offer extreme accuracy

Take your choice of two cutter knives . . . both manufactured to the extreme accuracy requirements of Harris-Seybold engineering specifications.

Seybold-Simonds knife quality starts with Simonds own steel, famous S-301. It will hold a keen edge longer, resist nicking, and require less grinding to restore its original razor-edge sharpness. To assure the accuracy and straightness of every knife, Simonds uses a 15-ton surface grinder. This minimizes variations due to "rocking" or vibration.

Seybold-Disston knives have a patented inlay weld of 866 steel. A wear-resisting alloy cutting edge is firmly bonded to a tough, nondistorting, shock-resisting back. Because of special heat-treating and a shock-resisting back, there are no hard or soft spots in a Seybold-Disston knife.

Contact your local Harris-Seybold Representative to order either knife.

New plastic cutting stick slashes grinding costs 50%

A new Seybold-Cefaly plastic cutting stick, sold by Harris-Seybold's Special Products Division, reduces knife grindings by 25 to 50%. Tests by various printers proved its superiority over wood.

One paper merchant found he ground an average of 1½ knives per week using this plastic stick . . . versus 3 knives per week using wood sticks. The plastic stick lasts longer, too. He used only 1 plastic stick every 2 months compared with 2 wooden sticks every week.

Order now from your Harris-Seybold office. Price: 10¢ per running inch.

GATHER 32,000 SHEETS PER HOUR WITH AUTOMATIC MACEY COLLATOR

Only 1 girl and Macey Collator free 8 people for regular work

Put more *automation* in your bindery. With a standard, 8-station Macey Collator, *one* semiskilled operator can gather 32,000 sheets per hour. That's at least eight times faster than hand gathering and much more accurate. Most companies report their Macey Collator paid for itself in less than a year.

16 models available with four, eight, twelve, or sixteen stations. Sheet sizes range from 3 x 5″ minimum to 12 x 17″ maximum, depending on the model. Delivery attachments are available to stack, offset, or staple the sets as they leave the machine.

Gathers wide variety. Macey Collators will collate all stock from flat onionskin paper to ⅛-inch cardboard. They will gather sets containing stock of varying weights and sizes, including folded sheets and signatures. Punched, round-cornered, perforated, or square-trimmed stock can be handled.

Each station accommodates a pile of paper 11½ inches high—about 3,000 sheets of 20-pound bond, for example. Ordinarily, that's less than one hour of running time without reloading.

Automatic detector checks each completed set for accurate gathering. Any variation in the required number of sheets stops the machine instantly, preventing faulty sets from getting by unnoticed. Lights signal the type of trouble for instant correction. With a Macey Collator, stoppages are remarkably few, can be cleared in seconds.

Speed secret is positive control of each sheet. An air blast separates the top sheet from the rest of the pile. It is then firmly grasped by a pair of rubber suction cups which carry it to the conveyor. You can adjust the speed to gather from 700 to 4,000 sets per hour.

Only when you see a demonstration of this production machine will all its benefits be apparent. We'd like to show you a Macey Collator . . . *in action!* Then, together, we can estimate how much money you can save in a single year—or less! Mail the coupon for details.

Harris-Seybold Company
Special Products Division
4510 East 71st Street
Cleveland 5, Ohio

- ☐ Please send Special Products Catalog
- ☐ Macey Collator
- ☐ Cutter knives
- ☐ Plastic cutting sticks

Mr. _____

Company _____

Street _____

City _____

State _____

HARRIS SEYBOLD COMPANY

SPECIAL PRODUCTS

Harris Presses • Seybold Cutters • Harris Litho-Chemicals
Special Products • Cottrell Presses • Platemaking Equipment
Macey Collators

COMBINE FIRST GLUING AND LINING IN ONE OPERATION

ON DISPLAY IN OUR NEW YORK SHOWROOM

with the new

SULBY
LINING MACHINE

NEW—FOR PERFECT BINDING!
Automatic cut-off trims backs of signatures before binding!

This new SULBY unit handles flat backed work, and with a new expanding lining material is equally suitable for a large range of rounded, as well as rounded and backed books. It delivers completely glued off and lined work in a continuous flow and due to the ease of setting is equally suitable for the shortest as well as long runs. Here are just a few of the reasons why the SULBY Liner has already aroused so much interest:

- eliminates separate first gluing by combining it with the lining operation.
- eliminates all necessity for reversing work, as it is delivered completely lined from head to tail, the lining turned over and glued to end sheets; no glue exposed at any time.
- low initial investment.
- output of 2000 and more books per hour well within the capacity of the machine.
- the full, flexible lining produces a stronger, flatter opening book.
- either cold polyvinyl or hot animal glues may be used.

The standard model accommodates work up to 18″ along the back and 3″ thick; special models are available for larger dimensions. It is extremely compact, requiring the minimum of floor space; motors and controls are all embodied in the frame.

The SULBY method of lining is entirely suitable for a substantial portion of work now being handled by slower and costlier methods; why not establish what percentage of your production can be handled more economically by writing for full details?

GANE BROTHERS AND LANE, INC.

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4115 FOREST PARK BLVD. — ST. LOUIS 8
501 DAVIS ST. — SAN FRANCISCO 11
432-434 W. PICO BLVD. — LOS ANGELES 15

GANE BROS. AND CO. OF NEW YORK, INC.
480 CANAL ST. — NEW YORK 13

Brighten UP with BRIGHTEN LEAF

Today, more than ever, there is a REAL demand for better looking book covers. Many binders have helped to increase publishers' sales by advocating covers stamped with Brighten Roll Leaf in preference to ordinary ink stamped jobs. Brighten Leaf adds that little "touch" so necessary for appeal to "package conscious" buyers. Brighten up with Brighten Leaf.

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NEW YORK 10, N. Y.

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ESTABLISHED 1833
In New England

MARSHALL SON & WHEELOCK, INC.

82 LINCOLN STREET BOSTON 11, MASS.

exclusive

"ARCH DESIGN"

adds **Beauty**

plus **Stamina**

to

PLASTICO BINDINGS

Plastico-bound books are "BOUND TO SELL"...

Books of any size . . . any thickness . . . open flat and lie flat when bound in de luxe PLASTICO BINDERS. These modern, colorful bindings are *preferred* by publishers because of their exclusive rounded "Arch Design" that provides greater strength and prestige appearance.

PLASTICO BINDING is available in *7 popular styles* to fit every application . . . in a wide variety of sparkling colors. New "Cement Sealed" process adds *permanent strength*. Contact the PLASTICO Licensee near you—he has the *specialized equipment and experience* to help you turn out *better* binding jobs.

***FREE PROOF!** Send us one of your finished books or dummies. We'll add a PLASTICO BINDING without charge or obligation.*

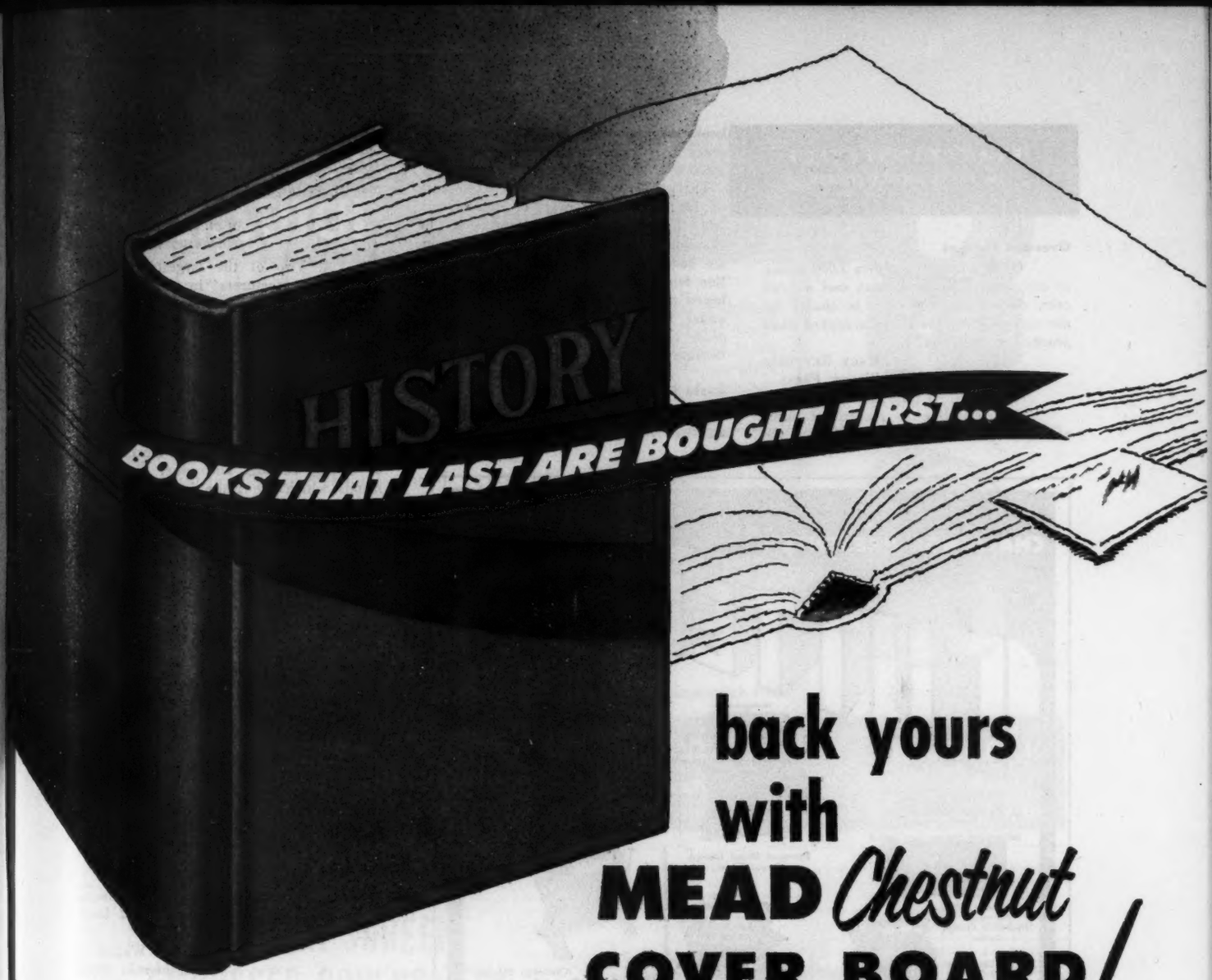
PLASTIC BINDING CORPORATION

Originators of Plastic Binding in America

732 Sherman St.
Chicago 5, Ill.

15 W. 24th St.
New York 10, N. Y.

Ask for PLASTICO BINDERS By Name



back yours with MEAD *Chestnut* COVER BOARD!

Especially valuable in books that undergo constant use, Mead Chestnut Cover Board withstands the strain and prolongs the life of the entire volume, to gain first claim on repeat orders. This board is uniformly strong, tough and rigid, the product of skilled workmen using a special blend of chestnut and other hardwoods from Mead's own timberlands. While allowing you to be entirely competitive, the seven big plus values of Mead Chestnut Cover Board make your books consistently higher in quality. Go over these seven important extra values, see how much they mean to you; then ask us to send you free samples of Mead Chestnut Cover Board.

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NEWARK 2, NEW JERSEY...10 Commerce Court
DETROIT 35, MICHIGAN...18045 James Couzens Hwy.
BOSTON 10, MASSACHUSETTS...43 Leon Street

MEAD *board*

SEVEN PLUS VALUES

1. Uniform smoothness both sides
2. Extra rigidity from chestnut and other hardwood fibers
3. No limitations to sheet size; accurate trimming; ¼" oversize each direction
4. Excellent embossing and debossing characteristics; minimum springback
5. Greater uniformity—result of material control
6. Unusual bonding quality gives tight grip on other materials
7. Meets or exceeds all physical tests in U. S. Commercial Standards CS-50-34. Accepted by State Textbook Directors' Committee

READERS' SERVICE

by FRANK MYRICK, EDITOR

Over-run charges

Q. *If a customer orders 2,000 books, or any other definite amount, and we run over, do we have the right to charge for the over-run? Is there any accepted trade practice or tradition?*

MARY REYNOLDS
Pioneer Press
Harriman, Tenn.

A. According to recognized terms and conditions which are applicable in the book manufacturing industry, in the absence of written contracts to the contrary, these are the customs:

The printer shall be allowed a tolerance of 10 per cent for over- or under-count, and the over- or under-count shall be charged for or deducted on a proportionate basis of the presswork price. In edition binding the manufacturer shall be allowed a tolerance of 10 per cent over or under the quantity ordered. When the order is for an entire edition the manufacturer shall charge for all overs.

Loose Leaf Metals

Q. *We have heard through our salesmen that there is a jobber in New York who represents either Germany or one of the other foreign countries selling loose leaf metals. Do you have any information on this source?*

WILLIS C. ZAHRNDT
Wm. F. Zahrndt & Son
Rochester 21, N. Y.

A. Two of the largest loose leaf metals manufacturers in Germany are Louis Leitz, Stuttgart-Feuerbach, and Soennecken Gmbh., Kirschenalee 123, Bohn. Leitz is represented in the U. S. by the Jaco Co. in Washington, D. C. A New York distributor of metals and other imported stationery items is Alex Cahn. General Systems Service, Inc., N. Y. C. (also known as Fastening Specialties, Inc., same address) represents the Agrippa line of 3-ring, catalog, and other loose leaf metals which are made in Sweden. Addresses of all these sources are being sent to you.

Mechanical gilding

Q. *Has there been any progress in the development of a mechanical gilding technique?*

JULIUS SIEGEL
Advertising Corp. of America
New York, N. Y.

A. While a mechanical system had been developed and tried for a while, the net results have been inconclusive. As yet there seems to be no bug-proof mechanical gilding system on the horizon, at least in the book field. Firms which are conducting experiments are invited to write in to BP and compare notes.

Hand binding equipment

Q. *Where may one buy a sewing frame and other materials for hand binding?*

JOSEPH WEILER
Marchbanks Press
New York, N. Y.

A. Original sources include the W. O. Hickok Mfg. Co., Harrisburg, Pa., Elman Co., Ridgewood, N. J., and G. A. Pratt Co., Chicago, Ill. Dealers such as Gane Bros., Printing Industries Equipment Co., Bro-Dart Industries, Demco Library Supplies, and Gaylord Bros. are also excellent sources. Addresses are being sent to you.

Direct positive process

Q. *I understand that some time ago you published a detailed article on the "direct positive" process for book illustration artwork reproduction. Are copies of the issue available?*

MARY GERARD, *Artist*
New York, N. Y.

A. We have checked through our files but unfortunately we do not have any additional copies or tear sheets of the March, 1954 issue which contained the article on the "Direct Positive" process by Morris Colman of Viking Press.

The issue may be consulted at the N.Y. Public Library, or if you wish, you can visit our office and take what notes you may need.

Continued on page 28

CHALLENGE PRESENTS
CUTTERAMA
Diamond (Hydraulic Clamp) Power
Diamond (Hand Clamp) Power Cutter
Challenge 370 Automatic (Hydraulic Clamp) Cutter
Challenge 193-265-305 (Hand Clamp) Power Cutter
Challenge 265-305 (Hydraulic Clamp) Power Cutter
Challenge 265-305 Lever Cutter
AN ALL-STAR SHOWING OF AMERICA'S MOST DEPENDABLE LINE OF CUTTERS!

Put yourself in the picture—with a rugged Challenge Paper Cutter that's as right for you as profit itself!

Shown here are some of the fine models that help make Challenge the most extensive and popular line in the country today. In all, there are 7 styles and 6 sizes to choose from, ranging from lever cutters in bench and floor models—to power cutters with hand or hydraulic clamp. Each has been built to one standard of quality—Challenge quality—with special emphasis on safety . . . speed . . . and sureness of operation.

Yes, the Challenge line of dependable paper cutters is truly panoramic in scope. Every style . . . every size . . . designed to save you time, labor and money—and insure more profitable cutting. Write for full details today.

763

Challenge

TRADE-MARK (R)

THE CHALLENGE MACHINERY COMPANY

Challenge Owns The Printing Equipment Manufacturing Rights of *Morgans & Wilcox Manufacturing Co.*

Office, Factories and Show Room: GRAND HAVEN, MICH.

DEALERS IN ALL PRINCIPAL CITIES

For BETTER BOOK BINDING specify...

SUPER-STITCH Bookbinders' Stitching Wire

Dependable is the word for Super-Stitch!

This high quality Chicago Steel & Wire product will give top performance under all conditions.

Drawn from specially selected high grade steel rod, Super-Stitch bookbinders' wire is guaranteed to be uniform in temper and accurate in size.

Super-Stitch is economical, too! Smooth finish and even winding provide perfect feed control . . . eliminate wire waste caused by snarls and tangling.

Available in all standard gauge sizes . . . liquor, galvanized, or tinned finish . . . 5-lb. spools, 5 and 10-lb. coils and Super-Pak coils.

Try Super-Stitch for better book binding!

Bookbinders' Stitching Wire Data Table available on request from your local Chicago Steel & Wire representative.

5 and 10-lb. coils

5 and 10-lb. Super-Pak units

5-lb. spools

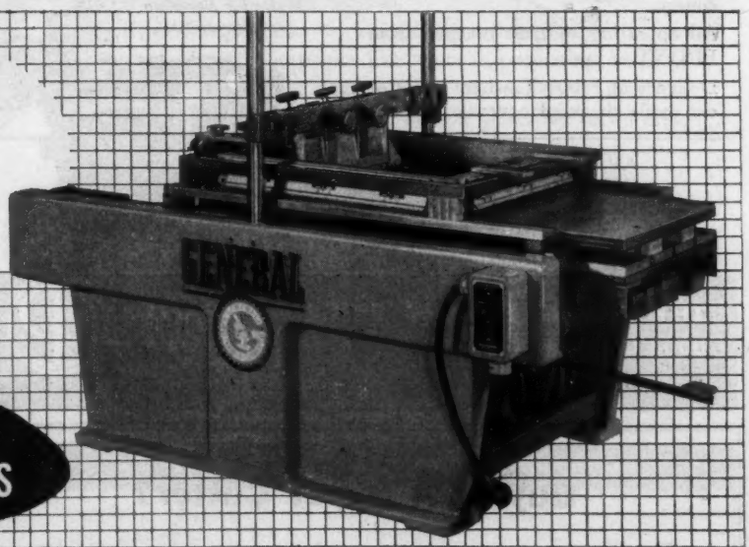
CHICAGO Super-Stitch STEEL & WIRE CO.

10257 TORRENCE AVENUE • CHICAGO 17

Branch Offices:

New York, N. Y. • Boston, Mass. • Columbus, Ohio • St. Louis, Mo. • San Francisco, Calif. • Atlanta, Ga.

SILK SCREEN EMBOSSED COVERS *Automatically*



GENERAL DECORATOR PRESSES SERIES B

• The General Decorator Presses, Series B, are precision built, high production machines for silk screening book covers. When printing embossed covers, the male die is fastened to the bed to serve as both register guide and printing counter.

These presses will lay down a heavy deposit of color, including metallic inks. Split fountain printing can be done in several colors. Controlled level impression and accurate register assure clean, sharp printing and uniform quality.

Model No.	B1224	B1824	B1836
Sheet Size	13x25"	19x25"	19x37"
Speeds Up to	1500 P. H.	1500 P.H.	1500 P.H.

ThermoJet DRYER Utilizes a new system for high speed drying of many inks and coatings by greatly accelerated evaporation.

GENERAL

Send for complete information

RESEARCH & SUPPLY COMPANY

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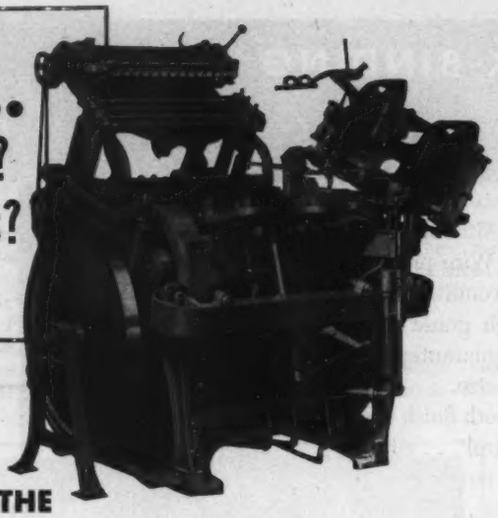
Print?...Stamp?
Blank?...Emboss?
...Die Cut?



PERFORM THESE SPECIALIZED OPERATIONS ON THE

CHANDLER & PRICE SUPER HEAVY DUTY AUTOMATIC PRESS

Truly automatic, including continuous feeding from hopper that permits loading while press is running (any stock from 13-lb. bond to heaviest cardboard 3¼" x 5" up to 15¹⁵⁄₁₆" x 23¼")...

Sufficient impression strength for handling the heaviest forms, and for scoring, creasing, embossing and die-cutting...rectangular, round, irregular shapes, greeting cards, photo-mounts, cartons, book cases, and covers.

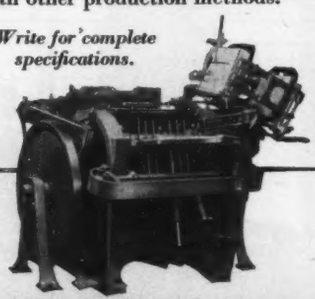
All operating controls reached from FRONT of press...

Delivery at FRONT, where operator can easily check ink coverage or numbering machines (also makes slip-sheeting entirely practicable)...

Automatic throw-off of press if sheet fails to deliver...

There is no other press comparable to the C & P Super Heavy Duty. It is a profitable investment for commercial printers, bookbinders, finishing plants and specialty producers since it frequently triples output as compared with other production methods.

Write for complete specifications.



AVAILABLE WITHOUT INKING MECHANISM

If used only for cutting, creasing, scoring and die-cutting, these presses can be furnished without inking mechanism.

THE CHANDLER AND PRICE COMPANY
6000 Carnegie Avenue • Cleveland 3, Ohio

Buying A Paper Cutter?

Then be sure you choose a cutter with a reputation for *dependable performance* and *long life*. Chandler & Price cutters give you *both* and will handle your cutting problems for years ahead. In the C & P complete line there's a cutter to fit your needs. Write us for descriptive bulletins.

THE CHANDLER AND PRICE COMPANY
6000 Carnegie Avenue **Cleveland 3, Ohio**
Manufacturers of Dependable Paper Cutters Since 1896

GRAPHIC ARTS DIGEST

(Continued from page 5)

OFFSET PROGRESS

The new Klimsch-Commodore, a process camera designed for large size work, has been put on the market by Repro Graphic Machines, Inc., N. Y.

A new "blackline conversion factor" has been added to the blueline emulsion film manufactured by Di-Noc Co., Cleveland. The Dinoblueline simplifies and speeds up many graphic arts processes requiring blue key images.

National Steel & Copper Plate Co., N. Y., has introduced a new cold cathode "Hi-Intensity" light for color separating and screening.

Ozalid Division of Gen. Aniline & Film Corp., has introduced an improved line of Ozachrome True Color films for lithographic color proving.

National Lithographer

ELAPSED TIME RECORDER

The Horameter, a device used for measuring a machine's productive time period, has been introduced by Target Services, London, Eng. Small in dimension, (2⅜" diameter by 3¼" deep), the new instrument houses a clock-work which measures time by means of a counter indicating up to 10,000 hours in fractions of 1/10, shown in red numerals. The Horameter automatically resets to zero without interruption after reaching 10,000, and operates only while the machine is switched on.

An electromagnet, connected to the electric circuit of the machine being tested, automatically winds up the instrument at regular intervals eliminating all hand winding. For machinery which is not electrically-powered, a battery driven model is provided by the company. The instrument is mounted on brackets or set flush on instrument panels, and is normally supplied with 2½ feet of twin core cable which may be extended as required. Cable entry is water-tight and the device can be supplied with terminal clamps. Only 19 oz. in weight, the Horameter is lubricated and sealed at the factory, and according to the company, requires no maintenance.

Besides providing a check on total hours run, insuring regularity of lubrication, maintenance and replacement, when a group of Horameters are mounted on a unit such as a folding machine, an accurate indication of the amount of use obtained from the various folding units during a given period can be determined. This data is especially useful for time and motion studies, and is important in work planning, cost figuring, production control and all aspects of management.

HIGHER PRODUCTION SPEEDS WITH NEW FASTER SETTING FLEXIBLE GLUES

SWIFT'S NEW FLEXIBLE GLUES

1. Set Faster 2. Stay Flexible
3. New Plasticizers give higher speeds.

They're doing things *fast* these days in your business. There's a machine that will do it faster, with less attention, fewer rejects and do a better job in the bargain.

Swift & Company has worked closely with equipment manufacturers and with companies like yours in producing a line of high speed, enduringly flexible, glue and adhesive products. Among them are the new, faster flexible glues for forwarding, gluing off and case making . . . new *instant tack* resins for casing in on modern machines that eliminate presses.

That's why we say . . . there's *profit* in speed these days and it's *good* business to insure your investment in modern equipment with Swift's adhesive products . . . there's one to match *your* machine performance requirements.

Write today for information on any of the Swift's adhesive products noted in the coupon and remember . . .

ONE TRIAL IS BETTER THAN A THOUSAND CLAIMS

Swift
1855 CENTENNIAL 1955
TO SERVE INDUSTRY BETTER

USE THIS COUPON FOR FURTHER INFORMATION

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Please send further information regarding a trial order on the following products:

☐ Forwarding flexible glues ☐ Casing-in resins
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WITH DENNISON GUMMED HOLLANDS AND CAMBRICS

The binding's there to stay — without buckling, without flaking. It's Dennison and *bound* to be good!

Dennison NON-BLOCKING® Strong Gumming gives you quick tack and permanent adhesion.

Dennison pliability is long-lived because textures are as uniform as modern methods and scrupulous inspection can make them.

Dennison Gummed Hollands and Cambrics, for all their smooth appearance, more than satisfy your requirements for strength. And the filling is well-anchored! This means fewer machine stoppages, less costly overtime. Your production record is bound to be good when you use Dennison Gummed Hollands.

Buy Dennison No. 240 Gummed Hollands in dull or glazed finish, white, black, gray, green, red, blue, brown or tan. By the roll in standard or special widths and lengths. Also in sheets.

Need something special?

If your operation would be improved by use of special weight Gummed Hollands and Cambrics, Dennison can design them to suit your specifications — and at minimum cost.

Order from your Dennison distributor or write

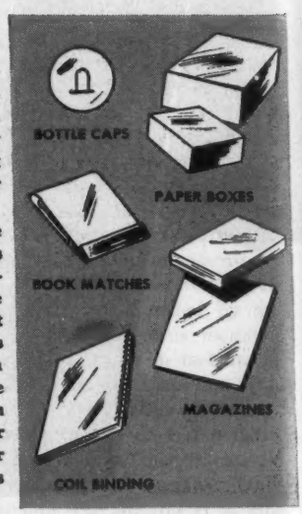
Dennison

MANUFACTURING COMPANY

Framingham, Mass.

STANDARDIZE ON SENECA FOR YOUR BINDERY NEEDS

They stay Stitched with SENECA WIRE



You can be sure of *both*— top quality and low cost— when you specify SENECA Stitching Wire for your needs in bookbinding, box stitching and many similar operations!

Wire users for 50 years have found that Seneca means satisfaction! Production accurately controlled in one of the largest independent wire manufacturing plants in the world assures uniform high quality . . . unbeatable dependability. Available in galvanized, tinned, or liquor finishes . . . in all popular sizes, round or flat on spools and cores.

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Handling Cover Jobs In Trade Binderies

DOES IT COST more to handle a cover than a 4 page signature? Definitely yes, according to members of the Binders Group, New York Employing Printers Assn., discussing "X-pages and cover" jobs. In figuring production and costs, members said, there's quite a difference between a 20 page self-cover, and a 16 page "and cover."

At an earlier meeting David Kass of F. M. Charlton Co. called attention to unanticipated costs in paper handling. He referred to the time spent in cutting a skid of 80 pound cover stock where just cutting was involved, and the reduced output if the same skid contained covers. The comment prompted some additional observations on cover problems by Al Lagno of Dependable Bindery, and others.

Group members summed up the discussion on the subject in the "Signature" newsletter. The hypothetical job analyzed had the following specifications: 50,000 copies, 16 pages, 8½ x 11", bleed, 60 pound offset inside, 80 or 100 cover stock for the cover.

If the cover stock is 80 pound (35" x 45") stock there would be about 6,000 sheets or two skids for cutting. The cutting time is obviously increased.

The folding will also be considerably slower and more difficult on the 80 pound cover stock than if the cover were the same as the 60 pound offset inside stock. The press score on an 80 pound cover will also slow down the cutting and folding of the covers. When the specifications call for varnished or Kromekote covers, there is also a reduction in folding and cutting output.

When gang stitching it must be kept in mind that a girl feeding the cover can hold fewer covers than 4 page signatures of a paper stock. The smaller number held in the lap slows down the feeding time. Another cause of a feeding slow down is the stiffness of the covers. In addition, there is the lack of a pick-up on 4 page covers which is bound to slow production.

Self-cover jobs may trim in hundreds. The addition of a cover will make this impractical. Furthermore there is the problem of counting, so that the size of the lift may have to be dropped to as low as 50, thus doubling the number of cuts necessary. The slickness of varnished cover stock must also be kept in mind as a problem.

The conclusion, in short, is that "—and cover" jobs create additional problems in production that must be kept in mind when estimating the time and cost of doing the work.

Here's Your Easy, Fast Way of Cutting Stitching Costs

as much as $2.00 per thousand stitched books

The only reason the Auto Stitcher so quickly earned such favorable acceptance by plants both large and small is its ability to *save money for its users.*

Back of every claim we make for the great cost-cutting advantages of the Auto-Stitcher are nearly twelve hundred users whose experience will prove that you, too, can realize substantial reductions in your stitching costs.

As compared to hand-stitching, the Auto-Stitcher cuts saddle stitching costs as much as 50%. Often these cost-savings reach as high as $2.00 per thousand books. Many owners report an average daily production of up to 2500 stitched books per hour.

Savings like these fully pay for an Auto-Stitcher in a comparatively few months. *Many* owners have done exactly that—and their Auto-Stitchers go on year after year paying substantial dividends.

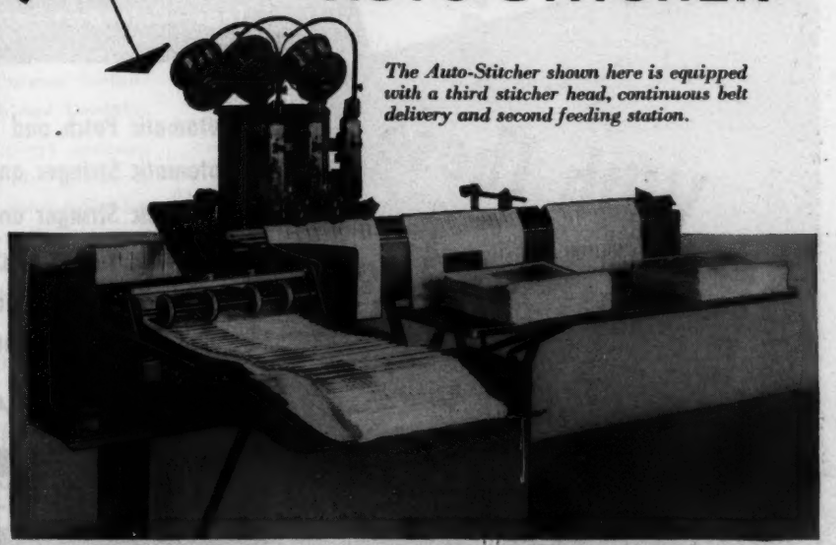
But we don't ask you to take our word for the value of the Auto-Stitcher. Ask us for the names of owners in your own state who will tell you how they have saved money with an Auto-Stitcher. Better yet—send us a few samples of your average stitching jobs. We'll give you a conservative estimate of what you can expect an Auto-Stitcher to do for you.

7 Cost-Cutting Accessory Attachments

1. Continuous Belt Delivery.
2. Second Feeding Station.
3. Back Feeding Table.
4. Stagger Stitch Attachment.
5. Third Stitcher Head Attachment.
6. Small Booklet Hold-down.
7. Automatic Counter.

All may be included with original purchase or added in the future.

Rosback® AUTO-STITCHER

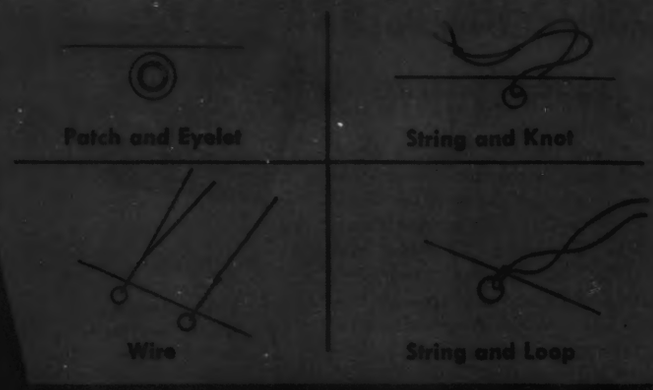


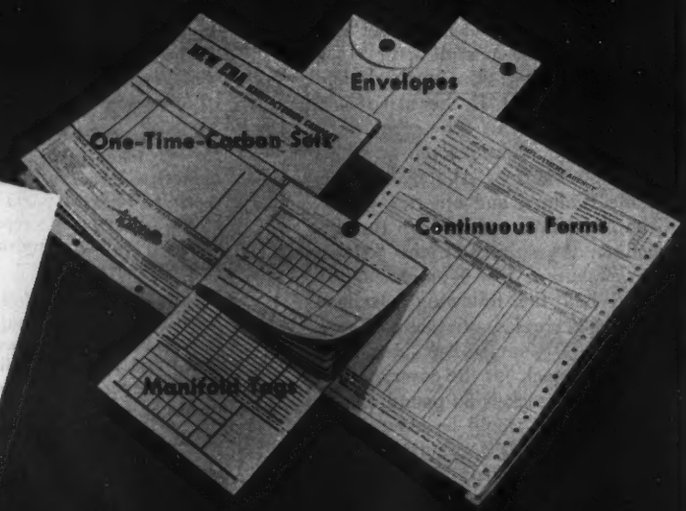
The Auto-Stitcher shown here is equipped with a third stitcher head, continuous belt delivery and second feeding station.

F. P. ROSBACK COMPANY
Benton Harbor, Mich.

World's Largest Manufacturers of Perforators, Wire Stitchers and Paper Punching Machines

Do Any of These Operations Fully Automatically





On Any One of These Jobs

Also: Booklets—Display Cards—Shipping and Merchandise Tags—Calendars—and Many Other Specialties.

Automatic Patch and Eyeletter—Bulletin 19
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suppliers to the industry for over 62 years!

Uniform high quality has made du Pont FABRIKOID the *standard of the industry* for this type of material. Extensive stocks, together with fast delivery, have made Slade, Hipp & Meloy service the *standard of the industry*.

Our new sample books (yes, books), are now available. It took two, one for Sheetings and one for Heavy Grades, to show our comprehensive stock lines!

The "Sheeting Book" (Red Cover) contains over 80 swatches illustrating the three most popular grades in their various widths and the wide range of colors. Finishes include Bright, Dull, Contrast, Spanish and Cordoba.

The "Heavy Book" (Black Cover) contains nearly 50 swatches illustrating nine grades in the best cutting widths and most-called-for colors. Finishes include Bright, Contrast and Cordoba. The Heavy Book also contains four back-coated items — two with Skiver Back embossing.

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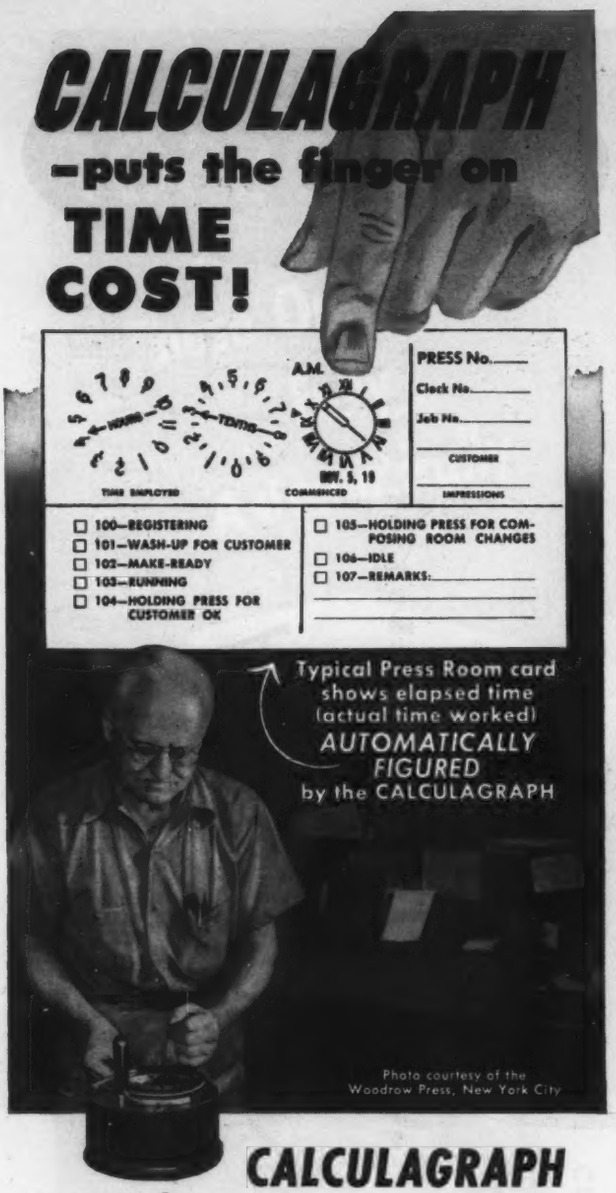
—puts the finger on TIME COST!



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Write today for illustrated Brochures and sample time cards used by leading printers, lithographers and engravers.

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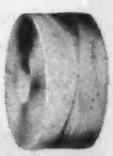
NYLON THREAD

Here is a thread specially processed for the bookbinding industry! NYLBOND Nylon Thread is far stronger per gauge than cotton and gives you much less bulk. NYLBOND eliminates smashing, in most cases, and produces tighter bindings that *stay tight*... bindings that actually tighten-up *after* the book is bound for a more compact volume. You'll increase sewing production and keep thread breaks to a minimum when you use NYLBOND Nylon Thread. May we send samples for your machines?

For all machines requiring bobbins... you'll get far greater yardage with HEMBOBS® *the U.S. Patented, no core, no shell, all-nylon bobbins. Ask about them!*



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NYLON Orlon® Dacron® and Other Synthetic Sewing Threads

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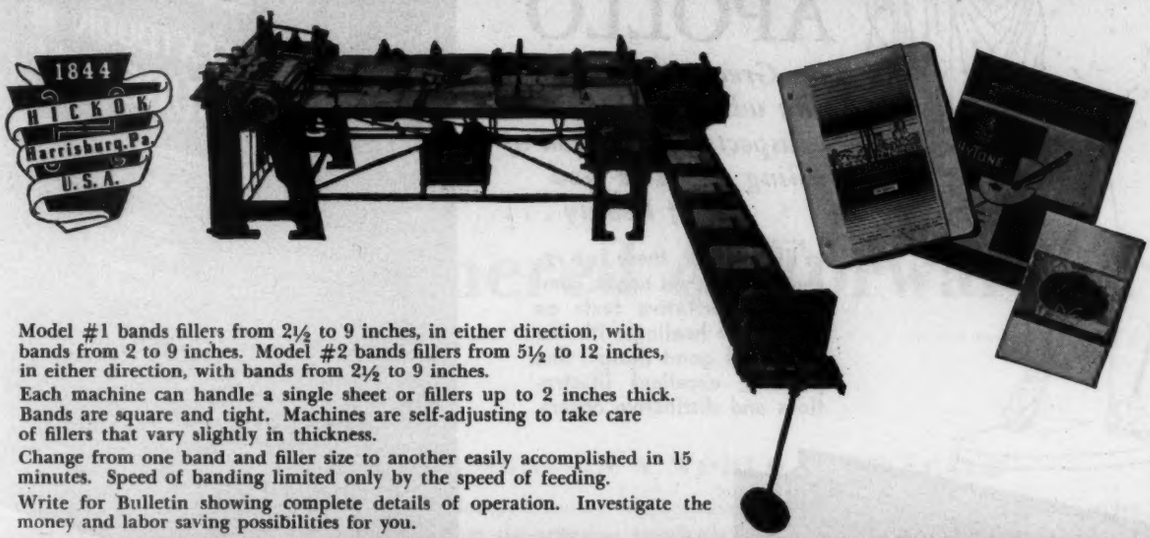
NEW HICKOK BANDING MACHINE

AUTOMATIC • CONTINUOUS • ONE OPERATOR • VERSATILE



Model #1 bands fillers from 2½ to 9 inches, in either direction, with bands from 2 to 9 inches. Model #2 bands fillers from 5½ to 12 inches, in either direction, with bands from 2½ to 9 inches.

Each machine can handle a single sheet or fillers up to 2 inches thick. Bands are square and tight. Machines are self-adjusting to take care of fillers that vary slightly in thickness.

Change from one band and filler size to another easily accomplished in 15 minutes. Speed of banding limited only by the speed of feeding.

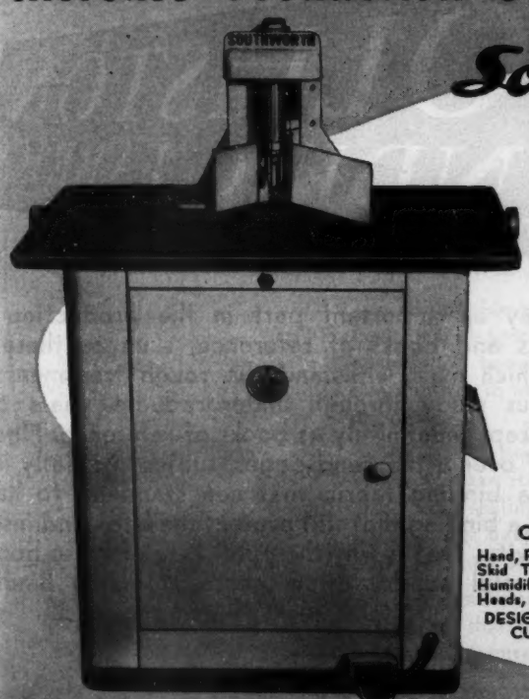
Write for Bulletin showing complete details of operation. Investigate the money and labor saving possibilities for you.

The W. O. HICKOK MANUFACTURING CO.
HARRISBURG, PENNSYLVANIA

Increase Production 30% -- Cut 4½" Lifts with

Southworth CORNER CUTTER

And With Less Strain On Working Parts



There's extra profits for you in round cornering with the new Southworth Corner Cutter. Now, you can corner 4½" lifts as they come from the cutter. Thus, you increase capacity 30% and reduce handling time substantially.

This new machine cuts stock easily and with no strain on working parts. Adjustments are made accurately and quickly. Knives are available in radii from ⅛" to 1½" — straight knife cuts corners up to 2⅜" long.

Right now is the time to increase your cornering production 30%. Mail the coupon for details.

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Hand, Foot, Power Punching Machines, Skid Turners, Automatic Skid Lifts, Humidifiers, Paper Conditioners, Punch Heads, Envelope Presses.

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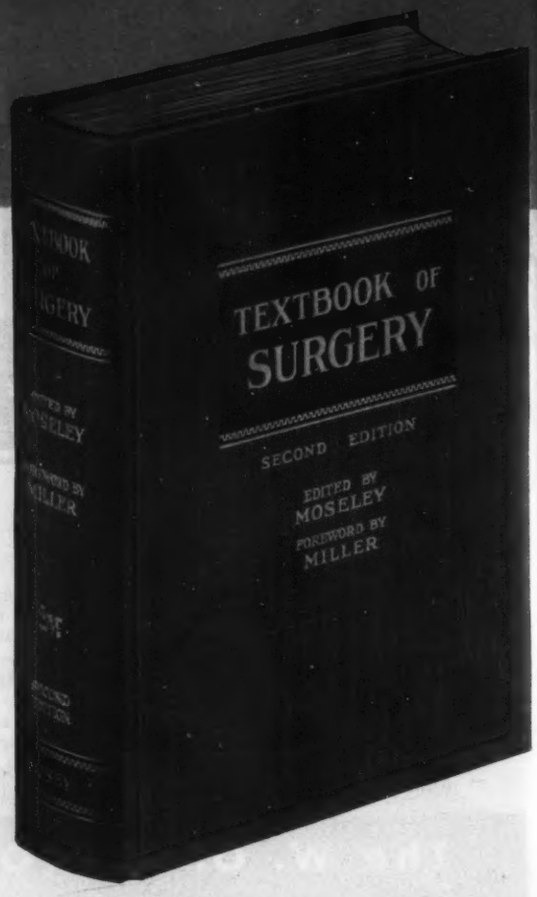
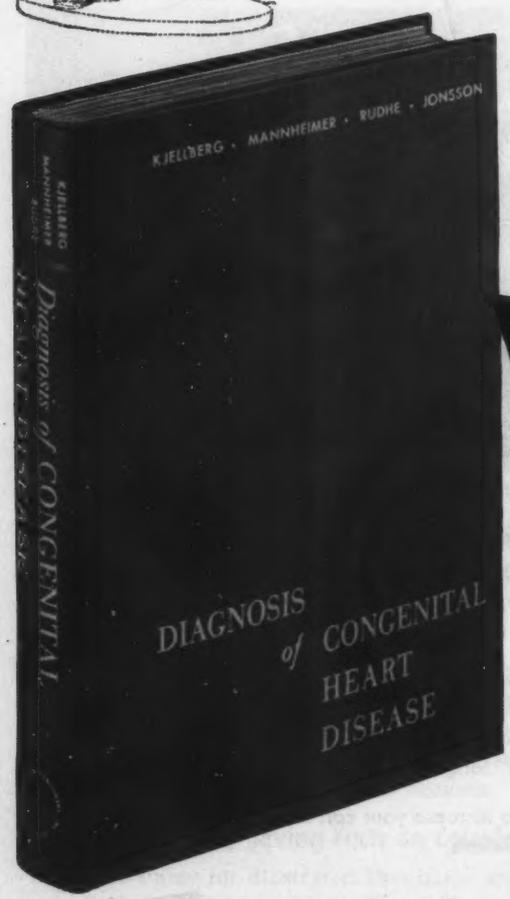
APOLLO

The Greek Mythological Deity who combined the aspects of The God of Healing and The God of Beauty . . .

In like manner, these two recently published books, combine authoritative texts on the art of healing with the beauty of good design, fine printing, excellent illustrations and distinctive covers.



The Textbook of Surgery, Second Edition, is a valuable contribution to medical textbooks. Published by the C. V. Mosby Publishing Co. The cover was designed by Mr. Robert Strain of that company, using Holliston Roxite Buckram.



Physicians all over the world have long awaited this significant work on the Diagnosis of Congenital Heart Disease, published by The Year Book Publishers. Bound in two colors of Holliston Roxite.

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. . . play an important part in the production of textbooks and books of reference, such as these — books which must withstand the rough treatment of continuous study through undergraduate years and then be kept indefinitely as books of reference. Heavy books of over a thousand pages, subject to daily use, require a binding fabric that can stand up to hard usage — a binding that will protect the book and insure its longevity. That is why the publishers of these books, after careful consideration, chose Holliston Binding Fabrics.

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BOOK DESIGN—ON A WORLD-WIDE SCALE

English book design critics, a conservative and sober lot, have been quick to point out inconsistencies in the selection standards for the "50 Books" show of the AIGA.

We are all aware of some of these contradictions, but it is stimulating to hear them from the outside point of view, so to speak. The occasion was the "Fifth World Book Design Exhibition" held by the National Book League in London, England, in September. The point in question was America's famed set of "50 Books" which was on exhibit with 650 other books from 23 other countries.

The reviews commenting on the exhibit ranged from impartial criticism to either an enthusiastic approval, or an equally enthusiastic harping on defects. Most frequent, however, were the perplexed questions regarding the standards used in the selection of the books: how does a wine list become a 'best book', and why the inclusion of 'not for sale' and 'limited edition' items?

Perhaps next year's jury will answer them. In the meantime, however, a thought both for the jury and for the American Institute of Graphic Arts and its Clinics:

Why not arrange for a New York showing of the "Fifth World Book Design Exhibition"? We may have much to learn from the efforts of the book designers, publishers, and manufacturers whose work represents the best to be found in 23 countries.

THE CASE FOR CASEMAKERS

The remarkable work being done by some machinery manufacturers in the development of high-speed casemakers has revived interest in that post-war phenomenon: the push-button book manufacturing plant. In this dream of ad writers the paper and boards came in at one end, and the finished, electron-enclustered book galloped out at the other.

In the 10 years that have passed since Hiroshima, the atom-produced book has failed to make its appearance. The electronic binders, made possible by vinyl's unusual heat sealing properties, have not made the modern edition bindery obsolete. Rather, they have extended its scope and enlarged the market for books by offering important new features of durability and appearance.

The significant thing in both the new casemakers and the electronic casemaking systems is that both can be used by the progressive edition binding plant without scrapping its current line of equipment. Obsolescence, in other words, is not a factor.

What other industry can say that it is so stable that it can take a whole series of new inventions in its stride without technological unemployment and distortion? The prospects for continued development and growth of the companies in this part of the industry remain good.

Knowledge of Materials, Productivity and Equipment:

TOOLS FOR SUCCESSFUL

by Mortimer Sendor, **Sendor Bindery, N. Y. C.**

ESTIMATING is a broadly and loosely used term in our industry and one which carries with it different meanings to different men. Basically it is the advanced approximation of the costs that will be entailed in the production of a given job produced under specified conditions. Actually it has become a firm bid or price that a business concern will set in advance to produce a job under given conditions.

Every one of us who runs a business or is required to estimate must come up with a cost price and then a selling price for the various jobs our plant bids on or produces.

At meetings where estimating is discussed there are wide divergencies of opinions as to what a job costs to produce. There are many people present at all times who come with the hope and prayer that some wise man or group of men may come up with a wonderful overall scheme that everybody can use with ease and safety to successfully calculate estimated production prices. You will note that I have stated "estimated production prices"—it is illegal under our present laws to set or even suggest selling prices. The difference between production cost and selling prices lies in the fact that although many firms may each arrive at basically the same production costs due to the similarity of the production methods and costs—the selling price will vary according to the amount of profit each firm intends to realize.

Let us examine certain of the methods of estimating and discuss them.

First there is the man or firm who subscribes to or buys standard publications or texts on the subject and follows the simple procedure contained therein to arrive at an estimated cost. Secondly, there is the method of finding out the approximate estimated costs that the competition is charging for each operation in the binding and put together a price in this fashion. Thirdly, one can ascertain production rates of various pieces of equipment in his shop, combine these rates with weekly or hourly labor costs and then multiply these answers by a standard fixed cost to arrive at a production cost. A fourth method is to again study and arrive at production rates for the various equipment and hand processes and then also to somehow have calculated an hourly rate for each piece of equipment and hand processes. After all of this involved work is accomplished it then becomes a simple matter to multiply a production rate by an hourly cost to produce an estimated price for your own plant.

There are several points of information which an estimator must know, whether he finds them through using prepared information, studying his own operations or even as a shrewd guess. First and foremost an estimator in pamphlet binding must know pamphlet binding. Not as simple as it sounds. The man who assumes the responsibility of estimating must not only know the obviously simple operations, he must also know some of the tricks of the trade, some of the short cuts in addition to a very good knowledge of average production figures for all the bindery equipment in the plant.

I want you to pause to reflect a moment on the words "average production figures." These words are simple but represent a complicated problem. In our business no two jobs, even identical jobs, are ever completed in the exactly identical overall time. There are too many variants. Yet in each shop there can be established an overall or average production rate for each operation. Only time and patience can give you this answer. Many times when the answer is arrived at, it may not be satisfactory in the light of competitive efforts and then the foreman or plant manager must be informed as to this deficiency. The estimator must have at his disposal average production rates and production information on the various types of work his plant produces.

The estimator must first know the kind of stock the job is to be printed on, the size of the sheet, whether the imposition is sheetwise, work and turn, or if a multiple form is to be printed, the style of binding required, the size of the run, special packing or delivery information and date of arrival of sheets and the binding and date delivery is requested. From the size of the sheet, kind of stock, multiples per sheet and whether these multiples are just chopped apart or there are trims between, the estimator can determine if sheet cutting is required. The estimator should have some schedule of sheet cutting available which gives him the production rates and make-ready rates for different sheet sizes. Weight of stock is also an important consideration when the sheet size and multiples are determined. By combining these three factors with the reservation in mind that the stock will come in jogged and also allowing for quality considerations, the estimator can arrive at a rate of production per thousand sheets. I cannot emphasize the fact that this simple operation of sheet cutting dare not be overlooked as an important production cost.

Next we come to a crossroad. The estimated job is either a folder or a booklet. In either case the sheets must go to the folding department. By and large folders are produced at greater speeds and in multiples as against book signatures which usually require right angle folding. There are all kinds and varieties of folds which are required for folders. Rather than get into a discussion of the production of various types of folders let me say that the estimator and the person in charge of production should consult with each other on anything but run-of-the-mill jobs on which production averages have already been set. A slight error in judgement at this point can either eventually lose the job or create a larger loss. Many tricks can be thought out by the production department with

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From an address before the 36th Annual Convention of the International Printing House Craftsmen.

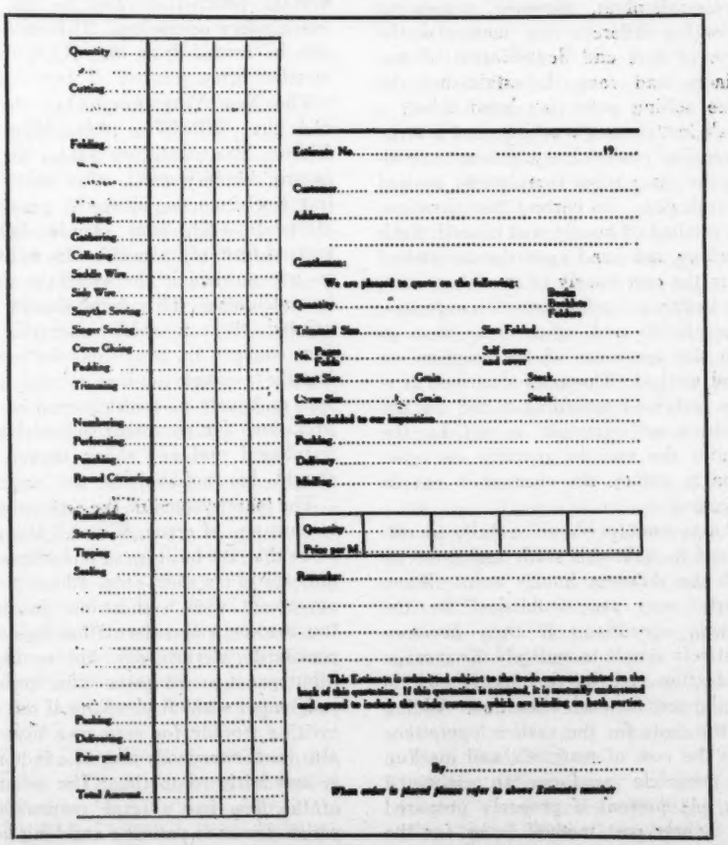
BINDERY ESTIMATING

a little time and a little encouragement that can capture the job for the firm and yet eventually net a handsome profit.

In the estimating of production time for leaflets or folders, especially if the run is large, a conference with the people who will eventually be responsible for producing the job—is a must. In the area of folding sections for pamphlets or booklets, the estimator has a slightly easier job. Here production standards can be set up from past history and the estimator can use these standards providing of course, that average stock is used. For very thin stock or very heavy stock or various stocks with special coatings, allowances must be made.

For runs of 50M books of 8pp or more it is well to try and talk the customer into printing with more than one set of plates. The savings in folding and subsequent operations will more than cover the price of the extra printing plates.

In setting up production standards it is well to bear in mind that there are two basic kinds of folding machines used in the pamphlet bindery, i.e., the the buckle type and knife type. The knife folder is a timed machine with a standardized imposition. It is used mainly for large sheets and thin paper.


Quantity
Cutting
Folding
Inserting
Gathering
Collating
Saddle Wire
Side Wire
Smythe Sewing
Singer Sewing
Cover Gluing
Padding
Trimming
Numbering
Perforating
Punching
Round Cornering
Reinforcing
Stripping
Tipping
Sealing
Packing
Delivering
Price per M
Total Amount

Estimate No. ..... 19.....
Customer .....
Address .....
Gentlemen:
We are pleased to quote on the following:
Quantity ..... Buckle Double Folders
Trimmed Size ..... Size Folded .....
No. Pages Folds ..... Self cover and cover .....
Sheet Size ..... Grain ..... Stock .....
Cover Size ..... Grain ..... Stock .....
Sheets folded to our imposition .....
Packing .....
Delivery .....
Mailing .....
Quantity
Price per M
Remarks .....
This Estimate is submitted subject to the trade customs printed on the back of this quotation. If this quotation is accepted, it is mutually understood and agreed to include the trade customs, which are binding on both parties.
By .....
When order is placed please refer to above Estimate number

Standard estimating form of the Binders Group, N. Y. Employing Printers, of which the author is president.

The buckle type machine is more versatile—it runs on the continuous principle. The more modern machines have a theoretical running speed of 3900″ per min. The older style machine speed is 2400″ per min. For practical purposes 75% of this rated capacity plus allowance for space between sheets can be considered as a guide to calculate production.

If the estimated job is a folder it is either shipped bulk, counted into special units, sealed, mailed or even combined with other jobs. In any case an average production rate for these operations is fairly simple to arrive at.

If the product of the folding machine is a book signature it can go to several different departments. Saddle-wire books go to either the foot power or automatic saddle stitchers. Signatures that will eventually make up a square-backed book are sent either to the tipping machine, gathering machine or hand gathering tables. All of these operations to my mind are easier to establish production rates on than the preceding cutting and folding. The makeready on an automatic saddle wire stitching machine should be about 15 min., although for multiple stroke work or where more than two stitching heads are used, I have seen makeready take considerably longer. The average time for stitching one to three sections on saddle-wired books of a run of 10M or more is about 3000 per hour. On long runs the estimator should consult with the people in charge of production before establishing a rate of production for the job.

Where firms operate automatic gathering and side stitching units, there should be a breakeven point that should be established for the small run where it does not become profitable to run the job on automatic equipment. This observation is also true for the tipping machine. The estimator must also differentiate between a tip on the outside of a signature, a tip on the inside of a signature, a tip inside the section that necessitates slitting.

Smyth sewing for the plants that accomplish this operation again is an operation that produces fairly steady production. Here the estimator has to bear in mind that he should include the cost of the thread plus the fact that there is a pasting operation between the last and the next to the last section for extra strength. Coated stock is troublesome and an allowance should should be made for a lesser production average. There are two main styles of machines. The older #3 or #4 Smyth sewer styles of machines are slower than the newer #12 or #18 machines.

The first mentioned models require manual cutting off and manual pasting. On the #12 and #18 these operations are automatic and thereby help speed up production in addition to the greater operating speed of the machine. Another fact to be borne in mind is that the more sections to the book, the easier it becomes for the cutter whose job it is to take away the sewed books, separate them and pile them up. A very important operation that many plants hope to eliminate, but is still a must, is that Smyth sewed books should be smashed. Production rates vary on this machine depending upon the model and the method of smashing. Books with swelled backs, namely thin signatures take about twice as long to smash than books that pile easily. Small or extra large books take quite a bit longer than the average 6 x 9 size to process. Hand covering and machine covering fall into the category of the comments I have made about gathering and tipping. It should be remembered there is a limit to the thickness that the various covering machines can accommodate. Glue must be charged for, too!

Now we come to the complicated operation of book trimming. Some shops only have a single knife guillotine cutter on which books are trimmed with a split back guage. A safe production guage is that a cutter can make about 100 cuts per hour. For medium runs a three knife trimmer should be used as the production rate on these machines can be 50% to 100% greater than on the single knife machine. For multiple printed work, the trimmer machines effects a considerable saving.

I cannot too strongly emphasize that the estimator sets the pace on paper for the production of the job and it is only fair that the average rate he uses has been proven by experience and in special cases that the executives in charge of production be consulted with before the estimate is made official. In addition, such things as weight of stock, slippery coated stocks, extra quality considerations and available machinery at the time the job is to be produced should all be included in the estimate. Let us pause a moment on this thought of machinery available. An old style buckle folder runs at a rate of 50% less a new style. In other words a model 0 runs at 2400 inches per minute and a 00 runs at 3900 per minute. Certainly a job figured for the 00 will show a loss if run on a model 0. With this simple example, I feel it is sufficient to point out that no matter how meticulous the estimator is in preparing his estimate, if the scheduling of the plant does not make the proper machinery available, he might as well have forgotten the whole matter.

Another general observation which I will refer to again is the fact that the estimator should do his work on a prepared printed form on which all the operations are listed so that there is no chance of him forgetting to include an operation or any other type of charge. Once the production rates are established to be meaningful, it must be combined with a labor and overhead rate plus their costs and material to become an estimated cost. There are several ways of doing this. First and supposedly the simplest method is to multiply the average rate by the complete hourly wages of labor (i.e., wages plus fringes). Add up these different products, then multiply by an overall fixed cost and overhead factor which can be established by studying the ratio of labor to fixed costs and overhead on the monthly statement of the firm. To this must be added the cost of material plus a mark-up on this cost.

Such a system is easy to install and operate and is fairly accurate for a very small plant. However, it does not allow for different cost factors in the form of cost and depreciation of machinery and rent. It establishes the same selling price for hand labor, a small inexpensive machine, and a large expensive piece of equipment, providing the same labor complement is used in each case. To correct this situation, the method of hourly cost is used. Each machine and hand operation is studied as to the cost hourly of the labor, rent, fixed expenses, administration expenses, depreciation and other costs that go into the operation of the machine or hand method. The answer arrived at is then weighted according to the use the machine or operation is put to, the greater the use the machine or operation is put to, the cheaper it can be estimated.

An accountant should usually be employed to make this study and come up with the different hourly costs. When hourly costs are established for the various operations it then becomes relatively simple to multiply the average production rate by the hourly cost to get the cost for each operation. Adding up the costs for the various operations plus the cost of materials and markup on materials produces an estimated cost. At present if properly prepared this hourly cost method is by far the most accurate method of estimating.

For the relative newcomer, for the old timer who is impatient and for the estimator who has many other duties to perform I can recommend the standard cost guides. The Porte Publishing Co., Salt Lake City, Utah, publishes one which establishes rates for the varying operation. I believe each operation is listed and a production cost is given for the particular operation.

Fred W. Hoch Associates of New York City, publishes several books in which production costs for the various binding operation are listed. Three of the titles are: Standard Production & Dollar Values for Printers, Production Standards & Economic Cost Values for Printers, Estimating Graphs for Printers. These three books are an excellent guide for checking costs and have invaluable information for the Bindery estimator. The Printing Industry of America has gone far to guide its printers bindery members in binding costs. It has published an excellent book entitled *A Course In Estimating Printing* which basically is a text book in estimating both printing and binding. I cannot recommend the text too highly, and an estimator who sincerely is anxious to do the best possible job for his firm should read and study this text. In addition, the P.I.A. has published under the heading of P.A.R. average production rates for the various bindery operations. This literature can be rented from the P.I.A. by its member firms.

The New York Employing Printers and the Will Wise Publishing Co., Detroit, also published guides for estimating bindery costs. One more subject I wish to emphasize as previously stressed: each firm should have a printed form of its own for the estimator to use on which the estimate should be calculated. This form should have printed thereon every operation the firm engages in, provisions for recording the average production rate, labor rate or hourly cost which ever is used, provisions for recording material to be purchased and any other charge that should be included in the estimate.

The more systematic the estimator, the less chance of error. With all the pressures that are built up in our offices it is too easy to try short cuts. I have no disagreement with a short cut providing the answer and information has been previously worked out, but to merely blind guess or use some other person's judgement without checking it not only inviting trouble for your own firm, but also hurts everybody else who is honestly and fairly competing. The estimator of the firm has a large responsibility which demands patience and long hours of information gathering and then careful calculations.

BMI & PIA ANNOUNCE CONVENTION PLANS

Book Manufacturers and Trade Binders Groups

Cover Wide Range of Subjects in Their Sessions

THE 23RD ANNUAL CONVENTION of the Book Manufacturers Institute got under way this month with one of the largest registrations in the history of the organization, at the Greenbrier, White Sulphur Springs, West Va. Delegates and guests commenced arriving on Wednesday, October 12—and some earlier for the holiday—while the convention itself got under way the afternoon of the 13th.

Following is the official daily schedule of meetings, and list of speakers and their topics:

Thursday, October 13, 1955—Morning
10:00 a.m. to Noon Registration
11:00 a.m. Meeting, Trade Customs Committee *Pres. Fillmore Room*

Thursday, October 13, 1955—Afternoon
2:05 p.m. President's Address, Joseph F. Wesol (Robert O. Law Company)
2:20 p.m. Report of Finance Committee, Frank D. Fortney
2:30 p.m. "Education Council of the Graphic Arts Industry and Its Worth", Harry F. Howard, B.M.I. Representative (The Plimpton Press)
2.40 p.m. "Development of Synthetic Adhesives for Covermaking" Alfred Cahen (The World Publishing Co.)
2:50 p.m. Report—Textbook Standards & Specifications Committee Arthur R. English, Chairman (The Plimpton Press)
3:00 p.m. Address—Willis H. Scott, President of American Textbook Publishers Institute (Scott, Foresman and Company, Chicago)
3:20 p.m. "A Study in Extensive Reading in Primary Grades" Dr. I. Victor Burger, Assistant Superintendent of Board of Education of N.Y.C.
3:50 p.m. Report—B.M.I. Scholarship Awards Committee Don C. Brock, Chairman (Brock and Rankin, Inc.) Address—Dr. Glen U. Cleeton (Dean, School of Printing Management, Carnegie Institute of Technology, Pittsburgh)
4:20 p.m. Report—Labor Committee, Robert A. Hull, Chairman (Haddon Craftsmen, Inc.) "Guaranteed Annual Wage", Theodore R. Iserman, Esq. (Kelley, Drye, Newhall & Maginnes, New York)
5:00 p.m. Report of Nominating Committee
6:00 to 7:30 Cocktails—*President Fillmore and Van Buren Rooms*

Friday, October 14, 1955—Morning
First Vice President Stanley G. French presiding
9:45 a.m. "What's New in Machinery and Techniques in European Binderies", Walter Kubilius (Research Editor, Book Production Magazine)
10:15 a.m. Report—Book Industry Committee Sidney Satenstein, Chairman (American Book-Stratford Press) "Hidden Hungers: The Care and Feeding of the Young Reader" Frank G. Jennings, M.A. (Reading Specialist, Bloomfield, N.J., Junior High; Instructor in English Education, New York University)
11:15 a.m. "Insurance Problems" Michael H. Levy (The Federated Brokerage Group, New York) . . . Discussion
11:45 a.m. "Profit Improvement through the Development of a Sound Sales Policy and the Guts to Carry It Through," John M. Wolff (Vice President, Western Printing and Lithographing Co., St. Louis, Missouri)
12:00 Noon. Executive—Members Only (President Wesol presiding) 1954 Lasser Report—Morris Goldman (J. K. Lasser Co.) Report of Cost Accounting Committee, A. J. Ammon, Chairman (American Book-Stratford Press) 1956 Budget—Frank D. Fortney, Treasurer Election of Directors Organization Meeting, Board of Directors

Friday, October 14, 1955—Evening
7:30 p.m. Annual Fellowship Dinner

Saturday, October 15, 1955—Morning
10:00 Report of Trade Customs Committee, A. J. Ammon (American Book-Stratford Press) and Kimball A. Loring (Technical Composition Co.), Co-Chairmen
10:25 a.m. Report of Accident Prevention Committee to be Distributed; Peter J. Bernard, Chairman (H. Wolff Book Mfg. Co.)
10:30 a.m. "New Issues on the Tariff Front", Oscar Strackbein (Chairman, The Nation-Wide Committee of Industry, Agriculture and Labor on Import-Export Policy, Washington D.C.)
11:00 a.m. "Importation of Glue", W. R. O'Connor (Peter Cooper Corporations, Gowanda, N.Y.)
11:10 a.m. "Adhesives for High Production of Quality Books" Walter Alexander (American Adhesive Mfg. Co., New York)
11:35 a.m. Presentation of Guests
12:30 p.m. New Business

"PROGRESSIVE, Aggressive Management Means More Profit," the theme of the convention of Printing Industry of America, being held in Atlantic City, Oct. 17-20, is well illustrated in the Trade Binders Section's meetings planned for that week.

On Wednesday afternoon, October 19, the Trade Binders Section meeting will be opened by TBS president Joseph Kinlein who will review the Section's work since its last meeting in Pittsburgh in April.

The "Management Clinic" on Wednesday will feature discussions on "Printer-Trade Binder Relationships," sparked by James Rudisill, Rudisill & Co., Lancaster, Pa., and "A Trade Binder Looks at His Business," by Mortimer Sendor, Sendor Bindery, N.Y.C. "Sound Management Principles for Small Businesses" will also be discussed.

The "Estimating Clinic" on Thursday morning will feature a talk on "Relating Cost to Prices for Profit," by Henry Paulson, Brown & Bigelow Co., St. Paul, Minn., and "Applying Production Figures in Estimating," by Donald E. Sommer, technical director of PIA. A speaker to be announced later will speak on "The Trade Binder Estimates."

Future programs and projects of the Trade Binders Section will be discussed at round table sessions following the main program.

THE ELEMENTS OF ECONOMICAL COMPOSITION

Study of Materials Handling, Time & Motion, Layout & Maintenance Practices, May be Rewarding

EVERYBODY talks about the high cost of composition—enough so that one wonders what's being done about it. There is no denying that it has risen, largely due to labor costs and increases in materials. But this cost is not incapable of reduction! Such factors as methods of materials handling, time and motion studies for the elimination of waste, layout planning for the most successful utilization of composing room space, and its juxtaposition with other elements of the plant, can all play their part in lowering the cost of composition.

This is not to ignore the matter of modern equipment, nor the matter of effective plant maintenance. Slow, cumbersome, badly maintained equipment can only be reflected in inefficient production, thereby holding down the hourly thousand-em production and necessitating a longer period of production at a greater hourly cost.

For centuries composing rooms have reflected one of the largest amounts of transit in the industry, from copy to machine, from bench to bank, from furniture racks to saws, etc. Signs reading "Is This Step Necessary?", might well be installed in many plants, but they should be installed over management's desk, not the worker's!

The essential elements of the composing room, are of course, the machines, the supply areas, the makeup or processing areas, the accessory devices, and the transfer areas for finished work. This review will deal briefly with topics important to each sector and endeavor to point out considerations which must be kept in mind in the planning and operation of each.

1. *Machines:*
   Is there sufficient space for each machine or are they rubbing elbows? Most typesetting machines need at least 36 square feet of functional space, and it is generally agreed that another 100 is necessary for contingent equipment, such as mat storage, maintenance supplies, etc.

   All too frequently, as plant facilities are enlarged, it is done at the cost of robbing space from existing equipment to allow for the newcomer when such space may already be at a minimum.

   Loose chips of metal about the machines can often mean problems in casting accurately as the chips may lodge accidentally in points where they can interfere with the lockup of the casting mechanism, or block areas where metal is supposed to flow freely. Daily cleaning of machines, and the placement of pans under them to facilitate such cleaning, will hold down delays due to faulty operation for this reason.
2. *Supply Areas:*
   Leads, slugs, furniture, tie-up materials, galleys, etc., should be within reach of the working makeup man, not located half a block away! Each man should have a readily accessible supply in his work area rather than borrowing from a central source, or from his neighbor, and there should be a steady supply of new material from the material casting areas, as well as from breakup of standing forms which have been killed. It is obvious it should be returned to its proper rack, graded for length and point size, and not handled in a helter-skelter fashion.

   Likewise it is essential that it be cut to accurate measure, not a few points short or long. This implies that the lead cutters, saws, and such equipment, be accurate and maintained in that condition. The same applies to miter cutters, both man and machine, if one wants accurate lockup of mitred corners.
3. *Assembly Areas:*
   Compositors must have well lighted, uncluttered areas in which to make up pages, assemble display matter, card pages, etc. It is almost needless to add that type cases should be accessible, likewise, in good condition, clean and free from too much interference with each other on the part of those setting type from them.

   As mentioned earlier, working material should be within easy reach and in full supply. The areas themselves for this work, should be placed in good relation to both the source of its work and its disposal. It should not be necessary to walk a mile to secure galleys of straight matter or other material on which to work. It is not impossible that soon there might be developed some sort of belt system for putting set matter in motion toward the makeup stage, rather than just dumping it on the nearest handy bank or table.
4. *Accessory Devices:*
   Composing room saws are one of the most often used devices and to dwell at any length on the necessity for their being accurate, safe, and convenient, would be absurd. However, it would be wise to check how often saws are sharpened, how many replacements are on hand, if the guard is used—not to mention the light—the clamp on the gauge, and

ABOUT FACES!

by Eugene Ettenberg

Eugene Ettenberg, noted lecturer, writer, and artist will commence a series of articles in the December issue of Book Production, on the elements of good typography, what they are, and why, and how they may be maintained, under the heading of "About Faces," in which he will also touch upon other developments in the typographic scene.

As an officer of the Gallery Press, New York City, Ettenberg is known for the high quality printing of museum and art catalogs and other fine printing in the book and art field produced by this firm. His book, "Type for Books and Advertising," published by D. Van Nostrand, New York City is considered one of the most practical books on typography yet published.

the frequency with which the refuse of metal dust and chips are removed. Are there sufficient units available so that comps do not have to stand in line for their turn to trim down slugs?

If you operate integral saws on the composing machine, are they fully utilized to eliminate rehandling in the makeup stage? Maintenance on these is doubly important for doubling up on the same operation can be most costly.

Traditional as is the hellbox, its use is frowned on in many modern composing rooms, in these days of emphasis on maintaining the ideal metal proportion, easily ruined by the introduction of any amount of waste matter, such as paper, gum, etc., that may accumulate in the battered old box on the floor. Dead slugs are best collected on galleys and remelted in that fashion, rather than being mixed in the old way with trash and other shop waste.

5. *Transfer Areas:*
Are imposing stones, lockup areas, register checks, line-up tables, etc., indiscriminately scattered about, wherever space happened to be available? If so, you're probably wasting a lot of time in sidetracking and double handling as well as performing unnecssary travel, in transporting pages, forms, etc., from makeup stage to imposition and lockup.

It would be wise, too, to give thought to the handling of makeup to the pressroom. So frequently are pressrooms located on upper or lower floors, that careful consideration must be given to the type of elevators, lifts, etc., that are used to transfer forms to the pressroom. Are they safe, and well maintained? A form pi'd at the bottom of a lift is no picnic!

If the pressroom is on the same floor, are there sturdy racks in which to store ready forms until their turn on press? Is the area subject to truck traffic or other hazards which might knock a page out or damage the chase?

Where patent base is used, is there a safe system of transporting electros or plastic plates to the press bed, if the form is to be made up there?

These are but a few of the questions which must be answered in the conduct of a successful composing room. There are scores more, in the fields of labor relations, human relations. safety, etc., but there is room here for but a few major questions such as those detailed.

The first step toward the production of profitable compositions is a careful self-analysis—the obvious is often that most overlooked.

(To be continued)

INDEX of BOOK MANUFACTURING ACTIVITY

***Adjusted, September, 1955*

BASED ON CONFIDENTIAL CASING-IN STATISTICS FURNISHED BY 22 FIRMS TO J. K. LASSER & COMPANY EXCLUSIVELY FOR BOOK PRODUCTION.

	1953 *units reported**	1954 *units reported**	1954 *as compared with 1953*	1955 *units reported**	1955 *as compared with 1954*
JANUARY	13,203.	13,380	+ 1.3%	13,999.8	+ 4.6%
FEBRUARY	12,416.2	13,588.9	+ 9.5%	14,102.	+ 3.8%
MARCH	15,088.5	16,513.6	+ 9.4%	17,104.	+ 3.6%
APRIL	15,466.	15,870.8	+ 2.6%	16,891.8	+ 6.4%
MAY	15,576.8	13,723.4	−11.9%	15,862.8	+15.6%
JUNE	15,261.1	15,358.5	+ 0.6%	16,363.3	+ 6.5%
JULY	10,850.8	9,386.7	− 9.3%	9,364.2	− 2.1%
AUGUST	14,655.8	15,291.3	+ 4.3%	16,706.9	+ 9.2%
8 MOS. TOTAL	112,518.2	113,563.4	+ .9%	120,664.8	+ 6.3%

**Units reported in thousands and tenths thereof. 000's omitted.*

A PRIMER IN PRESSWORK

PART III—Basics in Plate Base

Honeycomb or Diagonal Style Patent Base Makes Plate Printing Safer and Easier

WHAT'S UNDERNEATH the printing form is virtually never seen by the customer, and seldom by the front office but the base and the bed of the press and their condition play an important part in the printing quality of the job.

Most book forms, with the exception of short run work, catalogs, and special instances of this nature, are printed from unblocked electros or plastic plates mounted on some form of patent base, and it is believed that 95% of all flat bed cylinder press printing from plates is accomplished through the use of base of this nature.

Diagonal & honeycomb

Two basic types of base are in use, one with diagonal parallel grooves, the other the more familiar honeycomb effect base. Each involves the use of special catches which, inserted in groove or hole, clamp the beveled plate tightly to the base, as the toggle or ratchets in the hooks are tightened up by special tools.

The base is available in both square and L-shaped sections, the latter being the most common as it enables tight pressure to be maintained thoughout the made-up base, by reason of the interlocking units. The units are locked in position by special quoinless chases, also drilled for insertion of catches for fastening bleed plates.

Base is made of die-cast iron, semi-steel, malleable iron, aluminum, and recently, of magnesium, in all cases the objective being rigidity against compression in all directions, and light weight.

Base on press bed

Since in most book printing, it is essential to use as much of the printing surface as possible, the sections of base are usually left locked on press, and after completion of each run, the plates are removed and filed in their respective boxes, the base cleaned on the bed and the next job laid up on it. In catalog and commercial work because of the greater intricacy of the make-up of the form, the entire base is usually removed with plates still in place.

The catches which hold the plates also vary in principle of operation, both pin and ratchet types being used. In book lockup, speed is an essential and since there is usually less of a problem of register than in commercial work, hence the ratchet type hook is most commonly used. This can be tightened up by a few strokes of the ratchet tool, or conversely, loosened by a reverse motion of the same tool, which is essentially a double-handled steel blade with a specially serrated edge which engages with the ratchet wheel in the catch.

The catches have a travel of about 12 pts. achieved by the ratchet wheel moving along a fine pitch screw. Springs of the tension type maintain pressure against the sides of the hole so that catches will not accidentally fall out, although the catch may be swiveled to any position to lock angled electros, etc. For margins with similar forms, catches on one end and side may be left in place, against which the new plates may be laid.

Security lineup

To facilitate rapid makeup, honeycomb base is scored across the face with lines ¼" apart. The spacing of the holes is such that, alternately, each line of holes embodies either one line or two and that all holes of each class are parallel. Makeup is simplified by selecting the catch locations before the plates are laid.

A dummy showing plate lay is advisable, in the case of any unusual impositions, but experience in laying up double-32s, etc., over a long period of time often makes lay-up of such forms a matter of rote. However, unusual pagination may make a dummy advisable.

After the dummy is made up and stabbed for the edges of print lines, the plates are laid on the base, keeping a careful relation with the center line of the base, usually marked with chalk, and with proper respect for the deadline scribed on the press bed beyond which no plate may protrude lest it be hit by the grippers. The gripper line allowance is made, and the plates lined up with the scribing on the base referred to earlier and the catches put in position and locked.

In some cases, pin hooks are used for heads and backs, and ratchet hooks for the sides only, but the more common usage is that of ratchet hooks all around, usually six in all, two to each side.

Rapid lay-up

Using this type of base and hook, a 32 page form can generally be made up in about 30 minutes, and a change over made in 10. This is simplified still further when plastic or magnesium plates are used, for the pressman can handle more plates at a time. With his assistant working from the opposite side of the press, it is rather simple to unlock the plates with a stroke of the arm and the ratchet driver, and pile up and remove a stack of such plates, sometimes as many as 16 at a clip, in a matter of moments.

After a form has been laid and locked, the base is carefully checked to make sure that no plates, loose tools, catches, or other hazards have been left on the bed. If all is clear the first impression sheet can be pulled for checking as to position and lineup.

Special markers

Guide markers are frequently run on the guide edge of the sheet. Known as nigger heads, these print a small mark at the specified location of the side guide. There are various forms, such as initials, stars, etc., which are mounted under screws, which when inserted into the base holes, can be tightened to expand the marker body to lock tightly in the hole and also to lock the marker slide in the desired place. These can be swiveled about for absolute accuracy.

REVIEW OVERSEAS EQUIPMENT, METHODS

Trade Binders Group Studies European Machinery To Understand "How the Other Fellow Does It"

AN EYEWITNESS report on European machinery, equipment and techniques of interest to American trade and pamphlet binders was the feature of the opening meeting of the season for the Binders Group, New York Employing Printers Assn., on September 21. The speaker, Walter Kubilius, BP's research editor, concentrated on gang stitchers, cutters, trimmers, and folding machines, describing their operation, as well as the manner of handling work in European plants. His comments were based on a month's tour of European binderies and a week's stay at the IPEX exhibition of printing and allied trades machinery held in London (see BP, Aug., p. 34).

The meeting was chairmanned by Mortimer Sendor, president of the Group. Max Fisher, chairman of the program committee, introduced the speaker by saying, "We want to know how the other fellow does his job, and what sort of machines he is using. By learning these things we keep our minds more alert. We are always willing to learn."

These are some of the highlights of Kubilius' talk which outlined interesting new developments in bindery equipment:

Gang stitchers

Rudolf Hepp has developed a rotary feeder for all wire stitching machines. The signatures handled range from 4" x 5½" to 11½" x 16". Both right angle and parallel folded work may be handled, but parallel work (i.e., with trimmed heads and tails) requires a lip of about ⅛". Each feeder can be swung back independently for hand feeding whenever desired. The output, according to the German manufacturer, is about 15,000 an hour.

Hans Mueller, of Switzerland, also has an automatic feeder for gathering and stitching machines which appears to be lighter in construction than the Hepp. This model uses only closed head signatures. The largest size it can handle is 11½" x 13½". The claimed production being about 7,500 an hour.

A 3-knife trimmer is also offered by Mueller as a supplementary machine which can be used as part of the gatherer-stitcher combination, or used only as a trimmer. Maximum thickness to be cut is ¼" and maximum signature size is 12" x 17½".

Paper cutters

Many European cutters have been imported in recent years and the four machines in which the binders present expressed most interest were the Como, the RPM, the Polar, and the Pivano. Sheet sizes on these machines ranged from 31" to 67".

Also discussed in brief were the cutters made by Atlas, Soag Machinery Co., Furnival and Co., the East-German Polygraph combine, William Crosland, and Victory Kidder. Most of the machines reviewed had motor operated back gauges, one-end pull knives, and spring clamps. Pile heights ranged from 4" to 7". One of the unusual features which attracted attention was the Polar's optical cutting line indicator which helped to avoid the physical effort required to bring down the clamp by means of the foot pedal.

3-knife trimmers

Six three-knife trimmers, many of which have already appeared in the U.S., were discussed. These were the Atlas, the Perfecta, the Gardier, the Lawson Rapid, the Pivano, and the Johne.

Some of the trimmers, when brought to the U.S., were found to be inadequate for American needs, and not able to stand up under the heavy production demanded in U.S. plants. The trimmers which have made the most sales, such as the Lawson Rapid Trimmer, have been re-designed and re-engineered to meet U.S. specifications.

Hunkeler, in Switzerland, has a single knife rapid trimming machine in which the book is placed upon a revolving turn table and each time the table stops the knife automatically descends.

Folding machines

Many of the Cundall folders, made in Britain, are combinations of buckle and knife folders. The folds in the parallel section are all made by folding plates, but the right angle sections, however, are knife folds.

The machines made by Herzog Heymann in West Germany, and Brehmer Polygraph in East Germany, were also reviewed.

Camco Machinery Ltd. has a Model C quad folder, handling a 48" x 56" sheet which produces four 16s, or double 32s made of inserted 16s. In the S.C. models the Camco line has a somewhat unusual feature. The basic model produces three or four right angle folds in sheet sizes up to 46" x 56" and 48" x 72". The machines use a sheet turning device which is so arranged that fold No. 4 can be used either parallel to, or at right angles to, fold No. 3. As the sheet leaves the third set of rollers it can receive either another parallel fold to make a parallel 32, or the sheet can be turned while in transit and thus be given four right angle folds.

Adhesive binders

Very popular in Europe, and causing considerable interest in the U.S., are the adhesive binders made by Hans Ehlermann (the Rotabinder) and by Planatol W. Hesselmann (the Plana-Flexibu). Though quite different in appearance both machines use the same principle. The edges of the book are fanned out and a layer of cold synthetic resin adhesive is applied. The pages are then fanned out in the other direction and another layer applied. Production, by American standards, is on a moderate scale.

Martini Co. in Switzerland, known for its sewing machines, has recently produced an adhesive binder using a system comparable to the American method.

The Rotor-Binder, made by Hans Mueller, is a compact, circular adhesive binder which can also be used as a covering machine. The covering machines made by the French company, J. J. Ledeuil, and by the East German Polygraph group were also discussed.

ADVANCES IN ELECTRONIC SEALING

NEW ADVANCES are constantly being made in the field of electronic heat sealing—but just exactly how this industry will fare depends to a great extent on several factors. Among these are the further adaptation of electronic heat sealing equipment to binding requirements and products (See BOOK PRODUCTION, July - September, 1953) and the addition of new plastic materials to the market and their cost. Still another consideration is the question of how much a demand there is for the commercial fabrication of books which have been heat sealed. Experimentation on the serviceability of vinyl bindings for Bibles, as compared to the classic leather bindings usually employed, has been carried out by Oxford University Press, New York City, which is now completing binding of a students' loose-leaf Bible and a Common Prayer in this form. (see next month for full details).

It is from the standpoint of heat sealing equipment, however, that the most progress has been made. Electronics equipment manufacturers have steadily improved their units to keep pace with the continual growth of heat sealing applications in use at loose-leaf, checkbook, and edition binderies.

Briefly, the process of electronic heat sealing or "dielectric heating," as it is sometimes called, operates as follows. Two or more layers of thermoplastic material are placed between two sealing electrodes, or dies, and a high frequency heating current is generated through the assembly. The dies are shaped in the image of the required seal and are usually mounted in a hydraulic or pneumatic press (smaller than a book pressing unit) which provides the necessary pressure for fusing the materials.

As the high frequency current heats and liquefies the material, the seal is made and is then fused through the high pressure of the press. Once the current is shut off, the sealed material solidifies during an instantaneous cooling off period.

In general, heat sealing machines which can be adapted to bookbinding applications require a two to six, and sometimes as high as 12½, kilowatt output generator which is usually coupled to a standard bed plate press containing the sealing die. In addition, manufacturers will also supply the bindery with such auxiliary equipment as air compressors, arc preventors, automatic turntables plus various controls and fixtures.

When this type of binding first began to appear a few years ago, there was a comparatively limited number of machines, or generators, from which to select, to engage in the processing of this type of work. The power output was limited to two and three kilowatt units, whereas today presses with as much as double the output resulting in faster more accurate sealing, are available from several manufacturers. Their products are reported on here.

THERMATRON DIV., RADIO RECEPTOR CO.

Thermatron, is a Division of Radio Receptor Company of New York City. Several generators and standard presses manufactured by the company will satisfy the needs of the bindery. Range is from 2 to 6 kilowatts, which can be used efficiently for fabricating plastic cases.

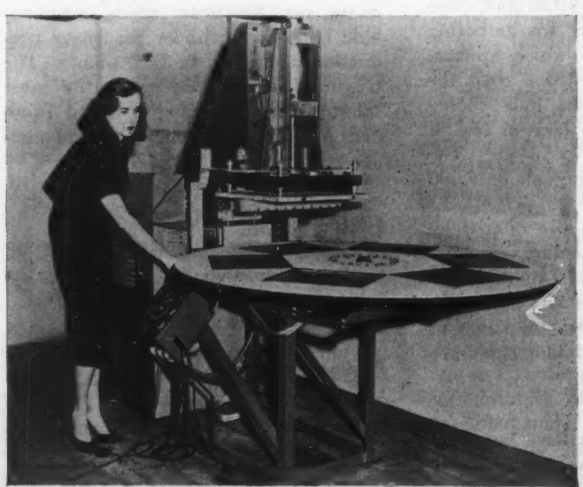
Safety devices which will prevent damage to component parts, including electronic tubes, regardless of origin of breakdown, include numerous overload relays for different parts of the circuit, as well as spark gap arrestors. Each unit is interlocked for the safety of the operator and all meters and controls are easily accessible for instant evaluation.

The generators are also equipped with power control which facilitates rapid power setting for different electrodes, and use of the same generator for low power operations.

An arc suppressor mounted on top of the generator has two broad overlapping sensitivity ranges for maximum die protection. When an arc is about to occur, the suppressor will detect it and cut off the sealing cycle before damage to the electrode can take place. In addition, a buzzer and a flashing light indicate that the arc suppressor has functioned. The generator is then automatically reset for the next operation.

The P18 press and the P16 press used with Thermatron's standard generators are both air-operated by foot or by a two-hand safety approved control valve. Speed controls allow independent adjustment of the speed on the downstroke and on the return. Both presses also have four leveling screws easily accessible for leveling the electrodes. Sealing electrodes are also easily interchanged, and in each case, both lateral and longitudinal bar sealing is possible.

Operating the foot valve on the press lowers the upper electrode or die, automatically turning on the power when it reaches the lower position. The power will stay on for the duration of the sealing time pre-set on the timer. When the power is shut off, the valve automatically raises the press. Should the press be raised prior to the end of the sealing cycle, the power is immediately shut off. The standard P16 press will take a maximum die size of 25" x 25", with a bar seal of 25"; the P18 press will take a maximum die size of 16½" x 23½", with a 23½" bar seal. Both are rigidly constructed to provide accurate alignment.



Thermatron's four kilowatt output generator allows for rapid power setting of different dies. Here, it is coupled to the P-16 press which is air operated by foot, and a turntable which offers greater production and flexibility. The company's arc suppressor is mounted on top of the generator.

Thermatron also provides automatic indexing equipment for numerous seal-

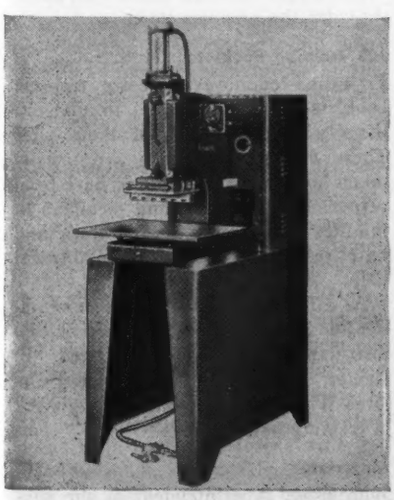
ing applications, and for the bindery, the turn table offers greater flexibility. Operated manually, semi-automatically, or automatically, the turn table can be added at a later date to standard Thermatron equipment.

Double tear seal electrodes may be used with Thermatron equipment, as well as the new type of embossing electrodes which permits the sealing of two-tone effects.

KABAR MANUFACTURING CORP.

The Kabar Manufacturing Corp., N. Y. C., manufactures many types of electronic heat sealers and automatic devices. Three units in particular have been developed for and are of special interest to the loose-leaf, checkbook and edition bindery. These three generators, which are combined with precision built heat sealing presses, are a 2, a 2.9, and a 5 KW power output unit.

Both the 2 and the 2.9 KW power output models are mounted on steel stands for easy accessibility. The 5 KW output generator is a floor model equipped with rubber tired casters for plant portability. Power control on all three generators is continuously variable for easy operation on small or large work and the sealing cycle is automatically controlled. Dimensions of each generator differs. The 2 KW model is 21½" x 15" x 28"; the 2.9 kilowatt model is 21½" x 15" x 33¼"; and the 5 KW unit is 22" x 15" x 72".



Power control on Kabar's two kilowatt output generator mounted on a steel stand, is continuously variable and the sealing cycle is automatically controlled. The dimensions of this model are 21½ x 15" x 28".

Press specifications for all three units are identical. Precision built and designed solely for heat sealing, the press is pneumatic, with a single stop, and can be operated manually or automatically. The frame is of heavy steel, gibbs are of cast iron, and the ram of cast milled steel. The bed size is 17" x 24", however, any size bed plate can be furnished.

Among its many services, Kabar offers free installation, free training of plant personnel by a company engineer, plus current information on new heat sealing developments and techniques and how they can be applied to the bindery.

SEALOMATIC ELECTRONICS CORP.

Sealomatric Electronics Corp., Brooklyn, N. Y., is another large manufacturer of electronic heat sealing equipment used for continuous and heavy duty operation in the bindery. In addition to Sealomatic's standard units of 2, 2½, 4 and 6 kilowatt output generators, the company recently introduced to the plastics industry two newly designed units, 3 and 12½ kilowatt output generators, which they recommend for bindery heat sealing applications.

The advanced design 3 KW unit has a rated capacity of 4 KWs, and when operated at maximum load draws only 75% of the oscillator tube's capacity, thus resulting in less strain on the tube and component parts. Designed for heavy industrial use, the oscillator tube is said to give trouble-free performance for up to six years without replacement. Long life vacuum capacitors are used at all critical points to guard against breakdowns and production delays. The overload control is designed for instantaneous action and positive protection against blowouts.

The press, which has a standard bed plate of 18" x 24", features vertical stroke control, up and down, and rapid and simple interchanging of dies. It is mounted on an all steel welded frame stand for solid durable support.

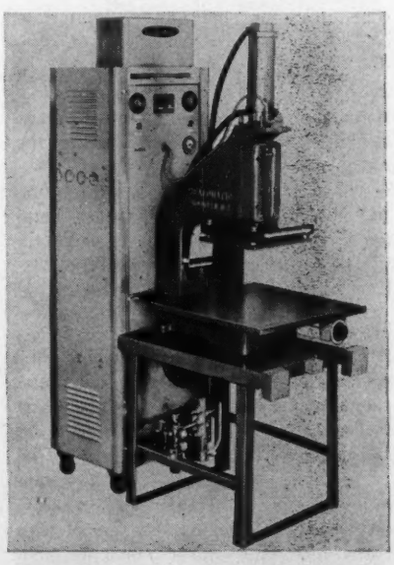
The 6 KW unit, which has an oscillator tube rated at 9 KWs, draws only 2/3rds of the full capacity for positive 6 KW output and longer usage. Containing the same high quality component features of the 3 KW output model, the 6 KW unit also filters air to the oscillator cooling system. The press for this unit is made of heavy cast iron and is mounted on a welded steel frame. The standard press bed plate size is 24" x 24".

The new 12½ unit, which has an oscillator tube rated to deliver 15 KWs, contains heavy duty high powered transformers and components plus a positive control circuit. Compactly constructed, this unit may be coupled to the same press used with the model or to a special custom built press.

All units have the exclusive Sealomatic arc guard which comes either as a separate component or may be built into the generator to protect and guard expensive dies from burning through arcing. Whenever arcing begins, the arc guard immediately cuts power and reestablishes a new sealing cycle.

Sealomatic also manufactures an automatic turn table feed which is available with any of the company's generators and presses. Operation can be manual, semiautomatic, or fully automatic. The operator feeds the tray, selects the mechanical operation, sets the timer control, and throws the switch from a remote control box. After that, he need only feed the trays and unload.

(*To be continued*)



Sealomatic's six kilowatt output generator has an oscillator tube rated to deliver nine kilowatts, but draws only ⅔rds power resulting in less strain on the tube and component parts. The standard press bed plate size is 24 x 24".

Fig. 5—A four-color heat set rotary press which prints many of the 4-color pages that appear in Hall's catalogs.

THAT'S HALL'S BROTHER!

PART II *by Lillian Stemp,* BP Chicago Field Editor

Job Training, Maintenance of Supply Flow, Quality Control, & Customer Service Emphasized

BEFORE a customer submits copy and pictures to the sales representative and job operator for production of his catalog, he decides which portion is to be produced by letterpress and which by rotogravure. The customer also designates materials to be shown in full color and those to be illustrated in black and white only.

Scheduling

The planning and scheduling staff, under R. P. McCarthy, then initiate the schedules for manpower, materials, equipment, machines, etc. Typesetting is done either at Central Typesetting and Electrotyping or Art Color Printing. Rotogravure illustrations go to Chicago Rotoprint for reproduction or to the rotogravure section of Art Color.

When engravings and type is completed both are made up into catalog pages and from these originals, plates are molded for use on large McKee, rotary and cylinder presses.

Supply logistics

Arrangements are made to deliver inks, paper and other supplies to the pressroom before the giant presses start rolling. Quality checks are made at frequent intervals and the service department is on hand to keep the mechanism of machines in order. Weekly, members of McCarthy's staff meet with plant and maintenance personnel, represented by the heads of the electrical, mechanical maintenance, and manufacturing departments. They discuss the availability of equipment and machines, allocate which machines are to be down for repairs and which are to run one or two or three shifts. Machines and equipment are listed on the department's "A" schedule and all supervisors involved receive a copy of the schedule so that they can plan their day's work accordingly.

Personnel demands

For the mail order catalog hand work Hall's uses mostly womanpower. About 300 additional women employees are hired to handle the two peak seasons of mail order catalog production when about 25,000,000 catalogs are printed and bound. The periods usually last from 10 to 12 weeks. Peaks include June and July for the fall and winter catalogs and December and January for the spring and summer ones. "Flyer" seasons, vary in employment requirements because of the size of the catalog. Generally about 180 additional employees are used in August and before Christmas to handle "flyer" work.

Hall's has utilized many methods to recruit employees. Through the years Robert Higgins, employment manager, has built up a permanent file of "temporary" help consisting of around 800 names. Many of the women are recruited from the neighborhood. They look forward to the seasonal employment. One woman, for example, was hired at Hall's for the first time on July 19, 1937, and has worked for 26 different seasons in the last 18 years.

Much of the catalog work requires hand operations such as inserting, separating, and swatching. Presses are not available, for example, that will "insert a four-page of four-color letterpress printing to better illustrate a product with ten pages of monotone gravure printing before it and six pages after it." Nor can mechanical equipment economically affix swatches of products to the printed page describing these products. Two of the general catalogs use perforated order blanks to ease their removal from the bound catalogs. This work as well as the hand work are done especially well by the women and they enjoy doing it. Ninety per cent of them return season after season, often starting right in on the same operations they did the previous time.

Job training booklets

First-time employees receive training booklets (figures 6 and 7) to acquaint them with the details of their jobs. These attractive booklets are usually taken home the first day and have been responsible for interesting members of families and friends in the work and have resulted in recruiting additional help.

As a follow-up the women receive on-the-job instruction from highly skilled instructresses. Recently Alfred B. Geiger, president of Hall's, cited Dolores Wilkins for her outstanding work in training new employees.

Materials

John Rose, superintendent of the supply department, reports that about $2,000,000 worth of supplies such as adhesives, inks, stitching wire, etc. are purchased annually. Adhesives and inks

Figs. 6 & 7—Two of Hall's Job Instruction booklets: No. 1, "Inserting," and a spread from No. 3, showing sequence in separating and pulling apart.

are checked not only in the Research and Chemical Laboratories but on the job as well. For example, animal glue is supplied for all patent bound catalogs. The laboratory sets up the adhesive formulas and varies the amount of water and glycerine to meet atmospheric conditions, temperature and types of paper. On the job the quality of the adhesive is checked by machine operators and foremen. At regular intervals it is tested in the glue room under the supervision of the Chemical Laboratory against "established standards of quality regarding strength of the pages at the adhesive edge, flexibility of the pages in the handling of the book, binding edge strength and flexibility, and proper preparation of the binding edges for acceptance of the adhesive."

Testing perfect binding

Various testing apparatus has been installed for these tests. Equipment for one of these tests—pull test for patent pound catalogs—consists of a pneumatic scale and holders in which selected catalog pages are placed. The amount of pressure it takes to pull a sheet out of the bound catalog is registered on a scale. Formerly it was necessary to wait 24 hours for the glue to dry after it had been applied before a pull test could be made. To accelerate drying, infra red lamps have been installed at a test table. These dry the adhesive in eight minutes. From here the test catalogs are placed into a deep freeze for about 15 minutes at a temperature of about 20° F., simulating test conditions. This innovation makes it possible to obtain accurate readings in the pull test one hour after the catalog has been taken from the bindery compared to 24 hours before.

About 2,500,000 pounds of ink are used by Hall's, and approximately 6,800,000 pounds at Rotoprint. The ink department makes, tests, and selects inks that are most compatible with the type of paper used. The supply department, chemical lab, and manufacturing departments utilize the services of ink suppliers and work together to develop and test inks for drying qualities, "effect of wear on plates, scratch-proofness, sun and light fastness."

The supply department, in cooperation with suppliers and interplant departments involved, developed a method of receiving stores material which has eliminated much of the former rehandling operations. Loads are now received packed in units according to the way they are going to be used, with the palletizing done at the point of manufacturing by the supplier. The suppliers have been given standards as to how the materials should be piled and are furnished with pallets from Hall's. Hall's is able to control standardization on the size of these pallets and this reduces some of the cost to the suppliers. A portion of the standard piling schedule appears on the next page.

The Hall's R. R.

To move the materials used in the production of catalogs and magazines, the W. F. Hall Printing Co., owns a small railroad, complete with a diesel locomotive, 6000 feet of track, several freight cars and crews for the first and second shifts. The railroad siding arrangement has brought about volume shipping which has lowered printing costs. The railroad handles about 10,000 cars in and out of the yards during the year. Besides items such as new machinery, glue, coal and oil, about 200,000 rolls of paper and 18,000 skids of flat stock are unloaded.

Within the plant the movement of materials during the catalog season takes on gigantic proportions. Bindery operations usually cover a seven week period. During this time every available gathering machine goes into operation. Nearly 40 electric trucks move from folders, cutters, inserters, stitchers and other sections of the plant to bring sheets or signatures and to take bound catalogs away.

With about 80% of Hall's catalog work printed by the rotogravure method, considerable traffic is involved between Hall's and Rotoprint to move the printed forms to the bindery. The trucks also are busy at the Hall warehouse which is not only a source of paper supply, but for catalog forms which may have been produced elsewhere and brought into the warehouse for requisitioning by the bindery when they are ready for them.

Listen and act on customer complaints

The W. F. Hall Printing Co. has many evidences of good management practices. Some of these practices will be mentioned in additional articles. But one that merits attention now is the procedure the company uses in handling

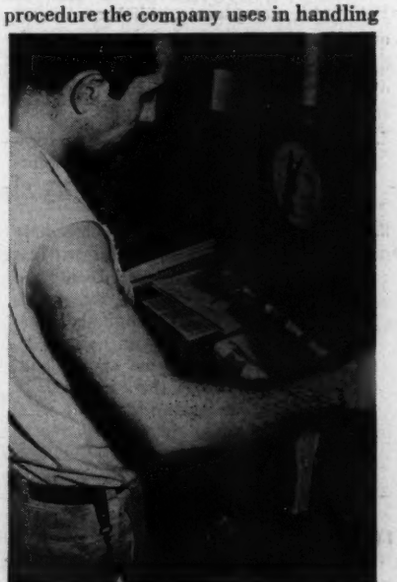


Fig. 8—Apparatus used to make "pull test" on perfect bound catalogs. Vise like clamp holds book while grippers maintain steady pull on cover until breakaway occurs & reading is made.

THAT'S HALL'S BROTHER!

Fig. 9—Hall's own diesel R.R. which moves mountains of material.

customer complaints. Col. H. R. Kibler, assistant to the president, set up a procedure which prevents recurrences of mistakes reported by customers. "When a company is small, close attention is paid to complaints received from customers. As an organization grows larger, it is possible to lose track of the action taken or to be taken on a complaint with the result that the same mistake can occur more than once. We felt that by setting up a formal procedure, we could retain that small-plant personal contact in an organization as large as ours," commented Col. Kibler. As a result, complaints have been reduced considerably since the formalized procedure went into effect in December, 1947. All complaints, whether verbal or written, are recorded by the president's secretary and sufficient copies of a letter made. Then the following steps are taken:

1. Determine with the recipient of the complaint the extent to which he will further participate in the disposition of the matter.
2. Determine the nature of the immediate reply to be made to the customer. If a completely detailed answer could be prepared within 48 hours, direct this action. If the investigation of the situation will require a longer period, determine the nature of the acknowledgment to be made to the customer. In making such an acknowledgment without the complete answer, if possible, the future date upon which the complete answer will be made should be established and stated.
3. Turn over to Complaint Recording Desk.
4. Assign complaint for investigation to the job operator responsible for the work of the customer who has made the complaint.
5. Follow through to see that there is no unnecessary detail in the completion of the investigation.
6. Review findings of investigation with the job operator and determine form of reply to be made to the customer.
7. If reply is in written form, review this reply with Director of Sales, before it is mailed to customer. In case of any question concerning the information to be sent to the customer, the Director of Sales is to check the reply with the vice president in charge of sales.
8. Forward copies to Complaint Recording Desk with copies of reply to customer.
9. Bring to the attention of the manufacturing department information necessary to bring about corrective steps assigned to avoid repetition of error.

In addition to these general steps, details are outlined for a job operator as to what he is to do if he receives a complaint for investigation.

Hall's magazine production together with more of its management policies will be carried in the next issue of BOOK PRODUCTION.

(To be continued)

ITEM	HOW PACKAGED	PALLET OR PLATFORM	HOW PILED UP	ON	SEPARATOR
Chippatflex—17 x 28	Bundle—100	Platform	4	8	Yes
Glue—Dry	100# Bags	Platform	4	4	
Spray Powder	50# Drum	Pallet	5	1	
Supercloth	Box	Platform	1	1	
Wire—Stitching Spool	50# carton	Pallet	5	2	

Library Binder Sets Periodical Standards

THE HERTZBERG-NEW METHOD BOOKBINDERY, Jacksonville, Ill., has evolved a set of standard specifications for library binding of periodicals which they have entitled the "HNM bindings," which are intended to resolve certain practices in library binding of periodicals and establish the rendering of certain standardized services.

The conditions established by this system of clasification and binding are:

1. All ads would be included in binding.
2. All covers would be included in binding.
3. All indexes would be placed at the end of the volumes whether continuously or separately paged. When separate title page and/or contents are provided, they shall be placed at the front.
4. Supplements when included in paging, are bound in sequence. When separately paged, bind at end of volume following index and separated by a colored sheet.
5. Volumes will be assembled as published except where arrangement is illogical, and then reassembled according to plan of index.

Missing numbers: Volumes missing title pages, indexes, and tables-of-contents will be stubbed free of charge. Missing pages will be reported to library and one month allowed for them to be sent. If they are not forthcoming the volume will be returned unbound along with other bound volumes. The bindery will make an effort to secure missing issues, charging for this service.

Sewing: Because of narrow margins, quality of paper, and so forth, certain volumes will have to be sewed by hand. The decision to do so will be made by the bindery and there will be extra charges according to the height of the volume. On other special work where an extra charge is necessary, up to $1.50, the bindery will do it without notifying the library.

Binding: Nine colors of buckram will be used but all copies of the same periodical will be bound similarly at the discretion of the bindery. The backbone of every bound volume of the same periodical will be lettered the same way—the title, the volume number (without Vol.) with months and year. These will be stamped or printed in an easy-to-read type design. Permanent white pyroxylin ink or foil will be used. Each individual publication will trimmed to uniform height for all libraries. Call numbers will be stamped on if desired. The name of the library can be lettered at the bottom of the spine for six cents additional charge. Lengthwise lettering will be stamped in the center of the spine and lettered top down, beginning one inch from the top of the volume.

LIBRARY BINDERS HOLD REGIONAL MEETINGS

Two regional meetings of the Library Binding Institute will be held this year according to Dudley A. Weiss, general counsel. The first will be held at the Barbizon-Plaza Hotel in New York on November 16, 17, and 18. The second meeting will be at the Hotel Bismarck in Chicago, Ill., on November 30, December 1 and 2.

MODERNIZE AUGSBURG BINDERY

The pamphlet bindery of the Augsburg Publishing House, Minneapolis, Minn., has been completely revamped to increase production and cut down on materials handling and other non-profitable operations. An entire floor has been laid with concrete and all bindery machinery relocated on a straight-line production basis.

In the mailroom section the Augsburg publications are addressed by stencil on wrappers with each operator working in a separate cubicle. Magazines are counted out and the prepared wrapper placed over each package and then set on a moving conveyor belt. Operators at the end of the belt fasten the wrappers and drop the packages into the mail sacks which are grouped by the wrapper fastening table.

Randolph E. Haugan is general manager of Augsburg Publishing House.

"SAMPLE SWATCH" BOOK PRINTED

Montgomery Ward & Co.'s famous wallpaper catalog which consisted of swatches of actual wallpaper samples, gathered, bound and trimmed, has been printed by lithography. The high cost of production of a sample swatch book, company officials said, was the reason for the switch to lithographed reproductions of the wallpaper pattern. The new book is one-seventh the copy size. Newman-Rudolph Lithographing Co., Chicago, handled the production of the million copy catalog.

L.A. BINDERIES JOIN P.I.A.

Among the firms recently admitted to membership in the Printing Industries Association of Los Angeles are the S & G Bindery, Mark Bindery, American Sample Co., Inc., Accurate Bindery Co., Pearl Clark Bindery, and Westside Bindery.

FREEMAN JOINS DESIGN STAFF OF NYC TYPOGRAPHERS

A. Albert Freeman, head of Visualart Associates, has been appointed to the creative staff of Rapid Typographers, Inc., 305 E. 46th St., N.Y., where he will be responsible for both art direction and typographical design, and the firm's new educational program. In addition, he will also handle public relations as well as take charge of the photographic lettering division.

Freeman will continue Visualart Associates as an independent printing design and production service organization in addition to his new duties with the typographic house. Visualart studio and offices have been moved into a space adjoining the Rapid plant.

Freeman's appointment represents a part of the expansion program currently being undertaken by Rapid Typographers, according to Jack Gilbert and Milton J. Zorn, Rapid principals. Installation of new and modern equipment, including the purchase of new type faces, is planned, as well as air-conditioning throughout.

BINDERY FOREMEN TAKE MANAGEMENT TRAINING

Three bindery foremen were among those graduating from the PIA-LTF Foreman's Management Training Program recently completed in the Twin Cities area. The three in the class of eleven were Harlan Johnson, folder foreman for the McGill Co., Minneapolis, Minn., commercial and label printers and lithographers; Rudy Kunz, folder foreman for McGill-Warner Co., St. Paul commercial, railroad and ticket printers and lithographers; and Joseph Truso, bindery foreman, Webb Publishing Co., St. Paul commercial printers, publication manufacturers, and electrotypers.

FLOODS DELAY BOOK SHIPMENTS

Book manufacturers in Massachusetts, Connecticut, New York, New Jersey and Pennsylvania were among the many industries hit by the recent floods and hurricanes. Little flood damage was reported, though a number of book stores were seriously flooded. The major problem was the disruption of transportation facilities, with shipments of cloth, paper, ink, and board delayed, and the consequent cut in production and delay in book deliveries.

FLORIDA PRESS HONORS VETERAN BINDER

Mr. and Mrs. Herbert E. Reynolds, founders and owners of the Miami Ruling & Binding Co., were featured recently in the Sunday issue of the Miami Herald. Both are active in the business despite their 83 and 73 years of age. Their son, Herb, assists them in the operation of the trade shop which does ruling, library, edition, and specialty binding.

Reynolds founded the bindery in 1926, having served as a bindery foreman in a commercial printing plant before that. Back in 1919 he had scored 99 in a civil service exam for a job with the Government Printing Office in Washington.

START NEW PUBLICATION MANUFACTURING PLANT

The Magazine Printing Co. has been formed at 929 Perrault Lane, Montreal, Can., with Thomas H. Reid as president. The plant is equipped with several printing presses, including a two-color 41" x 54" letterpress and a two-color 35" x 49½" offset press. Bindery equipment includes folders, gatherers, stitchers, cutters, trimmers, and other machines.

LEZIUS-HILES IN NEW QUARTERS

Lezius-Hiles Co., printers and binders of catalogs, direct mail and other commercial work, have moved to new quarters on Chester Ave. and E. 61st St. in Cleveland, Ohio, where they occupy 50,000 sq. ft. The firm is affiliated with A. L. Garber Co., Ashland, Ohio. George W. Lezius is president and Joseph A. Chinnici is plant superintendent.

PLANTS ON THE MOVE

Wm. S. Konecky Assoc., lithographers, have moved to new quarters at 48 West 18th St., New York City.

Master Bindery Corp. has moved to 250 West 54th St., New York City.

Malibu Press has moved from Los Angeles to 27244 Pacific Coast Highway in Malibu, Calif.

Jiffy Enterprises, Inc., now occupies larger quarters at 146-48-50 N. 13th St., Philadelphia, Pa.

Mercury Bindery has moved to new and larger quarters at 537 West 53rd St., N.Y.C., according to proprietors Meroslaw Karyshyn and Walter Uszak.

CASEMAKERS— THEIR OPERATION AND MAINTENANCE

PART II—The Sheridan Machines

THE SHERIDAN casemakers operate on the roll feed principle in which the cover material is unreeled as a ribbon from a continuous roll. The cover material is passed over a rotating cylinder which applies the glue to the top of the ribbon. The boards, which are stacked in hopper feeds, are set in position upon the intermittently moving cover strip which then goes on to the subsequent cutting and folding steps.

Whereas six machines were manufactured, four of them designed specifically for the manufacture of cases for edition binding, two for blank books, and a seventh for pencil box cases, the postwar Sheridan casemakers have been reduced to four models, three of them for edition binding and one for blank books. The operating principle for all of them is the same, the differences being in capacity and in the nature of the feeding.

Postwar models' specifications

Before going on with a description of the set-up features common to all the machines, these are the specifications and characteristics of the four postwar Sheridan machines which are used in book plants:

1) The 14" casemaker. The size of finished cases range from a minimum of 4½ x 4½" to 9⅜ x 15¼". Boards are fed from the side. Floor space, 13' 8" x 4' 6".

2) The 24" end feed casemaker. Case sizes range from 5½ x 5½" to 15 x 24". Floor space 24' 8½" x 7' 1".

3) The 25" bookbinder's casemaker. Case sizes range from 6 x 9" to 18 x 25". Boards are fed from the side. Floor space is 18' 6" x 7' 0".

4) Blankbook casemaker, two way feed. Case sizes range from 5½ x 5½" to a maximum of 16½ x 25" if a lining is used in the case, and up to 24" x 25" if without a lining. Boards are fed from side or end of machine. A round cornering attachment is available for this model.

Why different feeds?

The positioning of the board feed, whether parallel or at right angles to the moving cloth web, affects the design of the cases which may be produced on the machine. On side feed machines (see Fig. 1) the height of the case will be across the width of the cloth, the grain of the web being across the case. On the end feed (see Fig. 2) the height of the case will be parallel with the cloth web. If two or more cloth strips are joined to make one web, therefore, the appearance of the finished case will be determined by the position of the boards on the web.

On the end feed machine three strips of cloth may be joined to make one web, to make, for example, a three piece case in which the front and back covers are of one color cloth, and the backbone is of another cloth. While this is not possible on the side feed machine, two strips of cloth may be joined in a web to make a case in which the top half is of one color, and the bottom half is of another color.

Sequence of operation

The web is pulled from a roll which is located at the front end of the machine. This web passes over a heated gluing

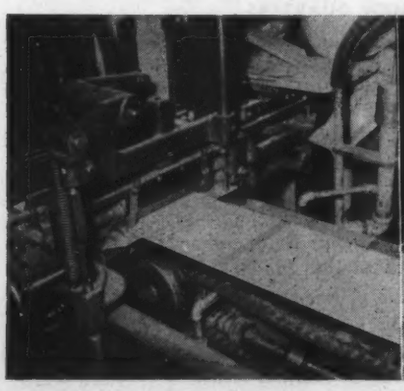


Fig. 1—Side view of the web and board feeding mechanism on the 25" bookbinder's casemaker. Operator in background may be seen about to add more boards to the hopper. Note the right angle arrangement of the board and backlining on the web.

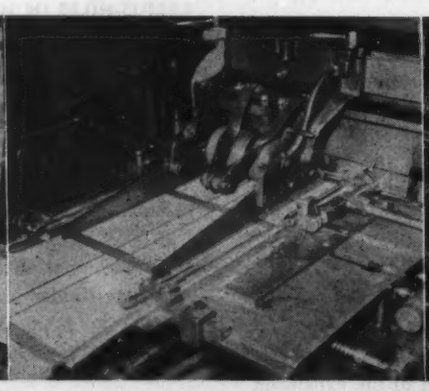


Fig. 2—The first or side fold unit on the 24" end feed casemaker. As the cloth web moves from left to right a set of guides turn the fold upward and the pair of fold plates and corner tuckers move in to complete the turn-over and fold.

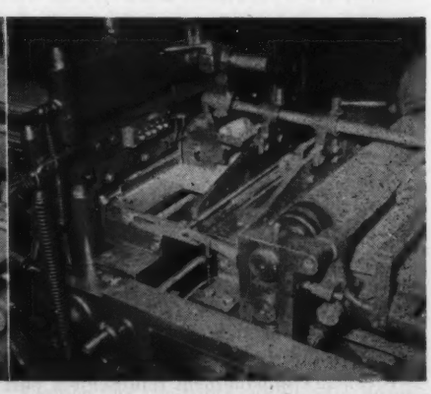


Fig. 3—The end (top and bottom) fold on the 24" end feed casemaker. The cut-off knife, visible at left is the point from which measurements are taken. Rubber squeeze rolls which smooth out the case before delivery may be seen at right.

unit which applies the adhesive to the moving cloth strip. On the two way blankbook casemaker there are two glue boxes, one for the main web, and the other for the reinforcing strip.

The moving web passes the glue spreader rolls and goes under the board-feet unit (Fig. 1) where the boards are applied. The boards, as mentioned before, may be either side-fed or end-fed. On end-fed models provision is made for feeding three boards for flat backcases. On side-fed models the backlining strip is applied immediately after the boards have been set in position. On both models (25" and the end-feed) the backlinings are automatically fed from continuous roll, the movable strip-cutting knife cutting off the exact width.

The web, which is mounted on a carriage and is constantly being pulled forward, is partly accompanied by a set of corner-cutter units. These cut a notch in the web, and by so doing remove the surplus material at the four corners of the case preparatory to the folding operation.

At the side fold unit (Fig. 2) the web passes between a set of guides which gradually turn the fold upward so that the side fold plates may complete the fold.

The end fold unit (Fig. 3) cuts the cloth, separating the case from the web. When the knife lifts away the end fold rollers move up to turn in the edges, thus completing the fold.

The finished case then moves to a pair of rubber squeeze rolls which smooth out the case and ensure a good bond between the board, backlining, and cover material. The finished case is then carried over tapes and dropped into a stack at the delivery end.

Set up procedure

On the side frame of each machine there is a graduated scale, marked in inches and fractions thereof, which is used to control the positioning of various units. The zero end of the scale is the final cut-off point which separates the finished case from the moving web.

The setting up of the machine begins with the end fold unit which consists of one fixed and one adjustable table. The outer adjustable table is set so that the overall span of the two tables is 1/8" greater than the extension of the cover being made.

Side fold

Rollers and plates 1/8" shorter than the case to be made are set in place and the machine turned until the side fold cam is in high position. A sample of the case to be made is positioned on the table and the rollers are set in far enough to complete the fold. The corner tuckers are set against the end of the roller and squarely on the table.

Strip Feed

The location of the strip or lining feed unit varies. In some side-feed models, for example, it precedes the feeding of the boards. On a number of end-feed models, it follows immediately after the feeding of the boards. On a number of other machines it is situated between the corner cutter and the side fold.

The length of the backlining strip on most machines is controlled by an adjustable crank at the operator's side of the machine, directly under the strip feed unit. Guides support the backlining roll until a set of sucker heads take hold as the strip is ready for positioning between the boards. A handwheel is provided on the front of the unit to actuate the feed rolls when making adjustments.

Backlining paper strips unroll from a roll mounted over the machine. If desired, strips of board may be used in place of the backlining paper. These may be fed simultaneously with the board, or separately with a special board strip feeding device.

Corner cutter

The corner cutter is mounted on a carriage which can be positioned where required for an accurate cut on the web.

The length of the stroke, for the carriage moves back and forth, is equal to the length of the case plus 1 3/16". Usually the spacing between cases is 1 1/8", the extra 1/16" being added to compensate for the stretch of the web. Both the spacing and the stretch may vary, depending upon the job being done.

Board feed

The hoppers for the feeding of the board are made up of four wings. When setting, the inside distance between the 1st and 4th wings should be the same as the overall width of the case. The 2nd and 3rd wings are then set by placing the case boards in their respective hoppers and adjusting the inner wings to suit. Enough clearance should be allowed to permit the board to slide freely through the packet ahead of the pusher.

Web gluing

The cloth is first slit to size and then placed on the web spindle which has two adjustable flanges to help center the spindle in the machine.

Before threading the web through the glue unit the machine is run for a few minutes so that any accumulation of dry glue on the glue roll may be cleaned off by the scraper. The glue roll has to be smooth before the machine is put into operation. END

New Lamination for Valuable Documents

by Morris S. Kantrowitz
Technical Director, Government Printing Office

The Barrows laminating machines fuse thin sheets of cellulose acetate plastic to the surfaces of documents and maps for their preservation. This operation requires the use of large sheets of interleaving material to prevent the heated plastic from adhering to the pressure rollers of the machine.

When these machines were installed, difficulty was experienced in obtaining for the interleaving of suitable material to withstand the high temperature and pressure developed in the process. Large quantities of costly tracing cloth found best suited for the purpose were consequently consumed which considerably increased the cost of the operation. A set of two sheets of tracing cloth necessary for the lamination of each document or map had a useful life of only 20 cycles through the machine, after which they were discarded.

Experiments were conducted to find less expensive interleaving material. A heavy type of Holland cloth showed a useful life of twice that of the tracing cloth and was used regularly on most work for about one year. Experiments were then performed with "Teflon" (polytetrafluorethylene) sheeting possessing high heat resistance and the desirable property of not adhering to the cellulose acetate laminating plastic. However, the tests showed that "Teflon" expands under the heat and pressure of the laminating process and shows a tendency to wrinkle.

The search was continued, using glass fiber cloths coated on both sides with "Teflon" plastic in different weights and finishes. The heavy cloths having a course texture were found to impress undesirable weave patterns on the laminated documents, but a closely woven glass cloth commercially designated 406A-116 quality, having a thickness of .006 inch, proved to be very satisfactory.

END

B'MORE BINDERS JOIN ASSN.

Three new firms have been admitted to membership in the Binders Division of the Graphic Arts Assn. of Baltimore, Md. The firms are *I. R. Amos & Company, Graphic Arts Finishing Co.*, and *Moore & Co., Inc.*

what's new in supplies & equipment

ATF SALE REPORTED

American Type Founders, one of the largest manufacturers of printing presses and type in the world, has been purchased by a New York investment group headed by David Berdon and Jay Levine. Louis C. Edgar, Jr., who was executive vice-president of ATF, will be president of the new company and the chairman of the new board of directors will be Dante E. Broggi. Edward G. Williams, former president of ATF, will be a special consultant to the new company, as well as a director.

William W. Fisher will continue as vice-president of operations, Milton J. Goger will be a vice-president and treasurer and Robert A. Tobias will continue as vice-president of sales.

ATF will continue to maintain its executive offices at the 350,000 sq. ft. Elizabeth, N. J. plant which employs 1,200 people and there will be no changes in the company's regional and district sales offices.

POTDEVIN ROLL LABEL MACHINE

A new roll label machine, designed for high speed labeling of books and packages has been announced by Potdevin Machine Co., Teterboro, N. J. The machine applies glue and dispenses an individual label to an operator from a pre-perforated label roll stock.

COUNTER-INSERTER

A compact, portable automatic tape inserting device suitable for use on presses or folders has been developed by the Electronic Products Div. of Post Machinery Co., Beverly, Mass. Tape from 1" to 6" may be inserted. The electronic counter registers the number of sheets or signatures as they break the photolight beam.

CASING-IN MACHINE

A new small casing-in machine, developed by Kolbus in Germany, will be made available in the U.S., according to Printing Industries Equipment, N.Y.C. Designed especially for pocket diaries, address books, and similar materials, the machine is automatic and produces about 2,000 an hour. It rounds the cover, pastes the fly leaf, inserts the book and presses the case in one continuous operation. Case sizes range from 2" x 2¾" x ⅛" up to 5⅛" x 8" x 1".

DRILL-SAVING HINTS FEATURED BY LAWSON

Ten valuable drill-saving suggestions are listed in a new illustrated booklet distributed by E. P. Lawson Co., Inc., New York and Chicago. Suggestions include how to clean, lubricate, set, sharpen and care for hollow drills in order to prolong their life, give greater production, and keep the quality of drilling work high. Illustrated also are the Lawson heavy duty multiple head drilling machine and the new precision hollow drill sharpener.

Copies may be obtained by writing to E. P. Lawson Co., Innc., 426 W. 33rd St., N. Y. 1, or 628 So. Dearborn St., Chicago, mentioning BP.

COLUMBIA MILLS EXPANDS

The Minetto, N. Y., plant of Columbia Mills, Inc. is being expanded and modernized to meet the rising demand for its line of vinyl and pyroxylin coated fabrics and starch filled cloths for the book industry. Several hundred thousand dollars have been appropriated for this purpose, according to E. F. O'Reilly, president of the company.

TYPE CATALOG OFFERED

The tenth edition of *Type Faces*, a thirty-two page type specimen catalog which lists and reproduces 426 type faces in over twenty-seven hundred sizes, has been released by The Composing Room, Inc., N.Y.C. Designed by Aaron Burns, the catalog is especially noteworthy for its cover, printed in four colors and varnished. A white plastic binding enables the pages to lie flat when opened. Specimens added since publication of the previous catalog include several imported faces such as Standard (in light, regular, medium and bold), and Venus Extended (in light, medium, bold and extra bold) and many others.

TIPON TIPPER

A new tipping machine designed specifically for the mounting of illustrations on greeting cards or sample books is being distributed in the U.S. by the George Steib organization, N.Y.C. The Tipon machine measures 98¾" x 68⅞" x 63", and weighs 3520 lbs. It will tip on to sheets in sizes 4" x 4" up to 11¾" x 15", with tip-ons ranging from 2⅜" x 2⅜" up to 6⅞" x 8⅝". The capacity is 60 to 100 pieces per minute.

GLATFELTER AWARDS BUILDING CONTRACT

P. H. Glatfelter Co., Spring Grove, Pa., manufacturers of quality paper, has announced the award of a contract to R. S. Noonan, Inc., of York, Pa., for the construction of a new paper mill to house a new paper machine. Scheduled for completion by June 1, 1956, the building will cost over $1,000,000.

Part of the $12,500,000 expansion program recently undertaken by the company, the new mill, including a finishing room, will eventually permit Glatfelter to increase its paper output by 33,000 tons a year and will provide employment for 75 to 100 additional personnel.

The new paper machine will be a 188-inch high speed unit capable of producing quality paper at rates up to 2,000 feet per minute.

SKID ELEVATOR

The Weld-Bilt, a portable electric elevator for lifting skid loads of paper to working heights, has been developed by the West Bend Equipment Corp., West Bend, Wis. Capacities from 500 to 5,000 lbs. are available.

NEW ALUMINUM FOIL

A new aluminum roll leaf, Lustralum, is being offered by the General Roll Leaf Mfg. Co., N.Y., as a companion product to the firm's Lustrogold foil. According to the company, the new aluminum foil provides unmatched brilliance and extremely fine definition, in addition to excellent workability and superior coverage.

Illustrated literature on Lustralum may be obtained by writing to General Roll Leaf Mfg. Co., 85-03 57th Ave., Elmhurst, L.I., N.Y., mentioning BP.

POPPET ADHESIVE DISPENSER

Poppet is a new vest pocket pen-type adhesive applicator for use by lay-out men, designers, editors and others who have frequent use for mucilage or paste. The pliable plastic pen ejects a small dot of rubber cement each time it is tapped where cement is desired.

The plastic pen will hold enough adhesive to make about 5,000 dots. Refills are available in throw-away plastic ampoules from which the adhesive is poured into the pen. The handy dispenser is distributed by Poppet Corp., North Bergen, N. J.

HOW TO USE ADHESIVES effectively and economically

PART V

using the correct type of adhesive for casing-in

THE EARLIEST BOOKBINDERS found that flour paste was the answer to a great many of their adhesive problems, since it was the best adhesive to use with leather. And since leather bindings reigned supreme until the early 1800's, it is no wonder that the use of flour paste continued with the introduction of cloth and paper bindings over board. Starch was an ingredient of both adhesive and binding and to some extent of the boards, so that bonding like materials in this way was a natural evolutionary step.

Thus, although some experiments have been made in the use of glue as a casing-in adhesive, most cases have been applied by means of flour or starch paste for many, many years. Until the introduction of pyroxylin treated materials in the 30s, there were few problems except the degree of thickness of the paste, on methods of keeping it from spoiling, or its becoming too attractive to insects in tropical areas or infested localities. For many years, binders made their own paste, but found out that commercially manufactured products were more suitable and easier to handle.

Since casing-in is virtually the final stage in the completion of the bound book, any errors in dimension, choice of material, etc., are apt to show up at this time. This is the pay-off stage, and it is the point where accuracy in previous operations makes it possible to produce a well-bound book.

Basic essential

The basic essential of a casing-in paste is that it be comparatively slow drying, particularly in the first stages, for despite the accuracy of casing-in machines in general, the practice is always to square a book up by hand. Thus the paste, while it must have a certain degree of tack to set the endpapers and crash in place, must not set immediately, else the slight amount of shift sometimes needed to equalize the squares of the book would be impossible to obtain.

Because of the similarity of ingredients between starch-filled cloth and the starch in commercially produced pastes which utilize corn, potato, wheat, etc., converted into dextrines, there seldom has been any problem of bond of the material. With the introduction of pyroxylin, however, the starch of the paste was unable to form a bond with the pyroxylin filler, which was essentially waterproof, so that the water in the paste carrying the starch granules was unable to penetrate the material.

Over the years, experimentation was carried on until a suitable solvent was found, which when added to the paste, would enable the paste to penetrate the material and form a bond. A similar situation arose when the first vinyl treated book cloths were introduced. Here too it was necessary to develop a suitable solvent to cut the vinyl so as to assure a good bond.

Solids are important

Securing a smooth, reasonably solid proportion of paste is an essential of good casing-in. Too much experimentation with the amount of water used can be dangerous and uneconomical in view of the very low cost of paste in its commercial form. Fortunately, in machine casing-in, it is well-nigh impossible to run with too watery a paste. Too liquid a consistency will cause paste to drip out of the paste pots and the rollers would be unable to carry the coating of paste which they should, into the crash and joint.

Hand casing-in, while comparatively rare in most edition binderies, requires as much care or even more as machine casing-in. In an endeavor to achieve high hourly production, it is easy to allow the paste to become too diluted, to neglect working the paste into the joint and to fail to distribute an even coat, resulting in insufficient coating at some points and squeeze-out of the adhesive at others. Endeavors to stretch the "mileage" by undue proportions may result in books in which the adhesion to the linings and the boards is insufficient to hold the book in the covers. In such cases the book soon begins to disintegrate at the joint and come apart. Since casing-in is the final stage of quality production, yet uses about the cheapest material in the book, it is penny-wise-and-pound-foolish philosophy to attempt to shortcut quality here.

Machine casing-in

There are now two basic Smyth casing-in machines utlizing paste in their operation. The oldest, known as the wing type, is the No. 3, in which the books to be cased-in, are carried into the machine on a fan rotating horizontally and lowered into position for the pasting operation, as the case is positioned over the book. An extra amount of paste is deposited in the joint by one single set of rollers which also pastes off the endsheets. A positive reverse causes the roller to make a reverse quarter turn to force the paste into the crash and joint. This action is particularly essential in the case of double crash and heavy cloths like buckram and it is essential that a fairly heavy paste be used.

The Smyth No. 24 semi-automatic, or windmill type of casemaker, is of the

(Please turn to page 69)

Relationship Study of Paper Surface Shows Correlation Between Smoothness

Definitive Study Made of Letterpress Printing on 11 Grades of Coated Stock Under Controlled Conditions Establishes Gradings

FOR MANY YEARS work has been going on studying the relationship between paper properties and letterpress printing. Articles on graphic arts abound in which the relationship between paper characteristics and the quality of letterpress results are correlated. Out of this work certain items are generally agreed on by all authorities, and certainly by the vast majority of practical printers.

Items such as smoothness, softness, cushion, receptivity, etc. are commonly used in discussing whether or not a certain sheet is doing a good job. However, there is still much confusion not only as to just what these various terms mean, but also in regard to their relative importance in obtaining the best results. A printer may say "The sheet is too hard. We have to use too much impression to make it print." Is the sheet really hard, or is there something else that is causing the trouble?

Definitive study

In an effort to determine just how much effect the various well-known characteristics of letterpress paper have on the printed results, and also to define them more clearly and more specifically, we have recently made a study of a wide range of papers exhibiting great variation in various well accepted properties, and measured this variation against their letterpress results. These sheets were all coated papers ranging from the very high quality conversion coated sheets down to the lowest priced machine coated groundwood stocks. They varied slightly in weight, but mainly they varied in the materials and in the methods used to make them.

From a talk given before the 1955 Convention of The International Association of Printing House Craftsmen.

There were 11 sheets in all, and these were carefully graded for smoothness, levelness, cushion, coverage, and ink receptivity. These papers were all printed on a large flat-bed press with a range of forms extending from large solid areas through heavy to medium to very light halftone and type. They were printed also on a small flat-bed and on a proof press with controlled inking. The procedure of printing was as follows:

Test procedure

After the plates had been locked in on the press, and at the very beginning of pulling proofs to determine how to proceed with the make-ready, samples of all the sheets involved were run through

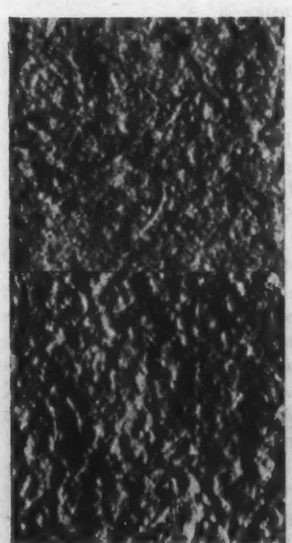


FIG. 1

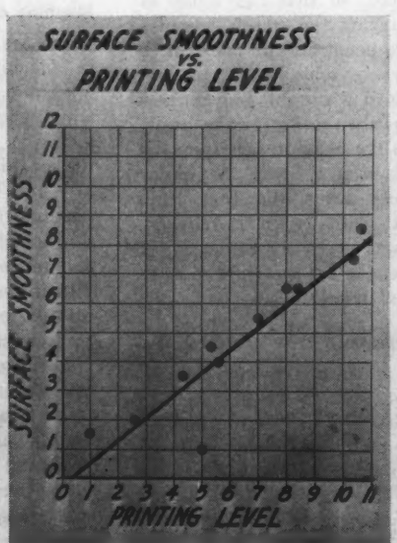


FIG. 2

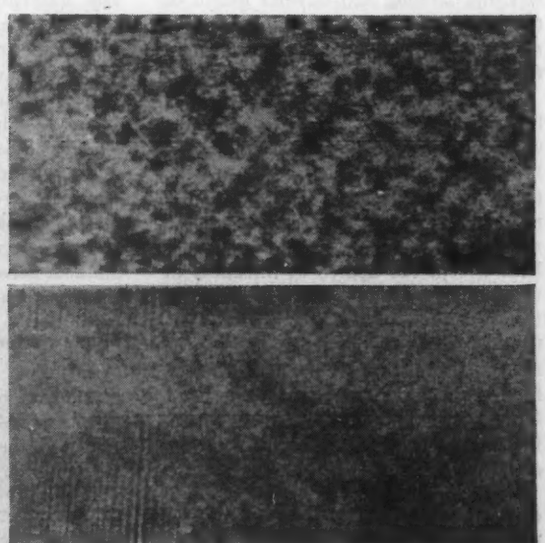


FIG. 3

and Printing Quality and Other Factors

by Phillip Evanoff
Sales Service Engineer
The Mead Corporation, Chillicothe, O.

the press. Using the results with the poorest printing sheets as a guide, the make-ready was adjusted with small changes, printing all the sheets after each change. In all, 12 adjustments of the make-ready were made until the poorest sheet was printing as well as could be expected. Due to the wide differences between the sheets involved, there were, as could be expected, also wide differences in the rate at which various sheets reached top printing quality as the make-ready adjustments were made. Further, even when the final adjustment of make-ready had been made to give the best possible result on the poorest of the sheets, there was still a wide range of printing quality among all the sheets. These sheets were then graded by the density and smoothness of the solids, the eveness and detail in the halftones, and the results averaged together for each sheet each time it was printed at the various stages of make-ready.

The printing level gradings were then plotted against the major paper characteristics with the following results:

Smoothness test

Smoothness, the first characteristic compared, is defined as evenness of surface contour with a minimum of irregularities in the range of 0.01 to 0.02 inch. The first picture (1) shows a smooth and a rough sheet. The little hills on the rough surface are about 0.01 inch apart.

When we compare, on the next picture (2), the effect of smoothness on printing, we find quite a good correlation. Not only in this study but in many other comparisons as well we find that smoothness, as previously defined, is the most important characteristic affecting printing.

The next item would be levelness. A level sheet has a minimum of irregularities in surface contour in the range of 1/8 to 1/4 inch diameter. Defined as such these irregularities are due to clumped or uneven formation of the base stock, and this is clearly shown up by the Hull (3) drawdown test developed at R. R. Donnelley. In this test an excess of thin ink (such as gravure) is doctored over the sheet with a weighted blade. The ink will be scraped off the high spots and be left thick in the valleys giving a negative print of the formation. The slide shows two extremes of this characteristic.

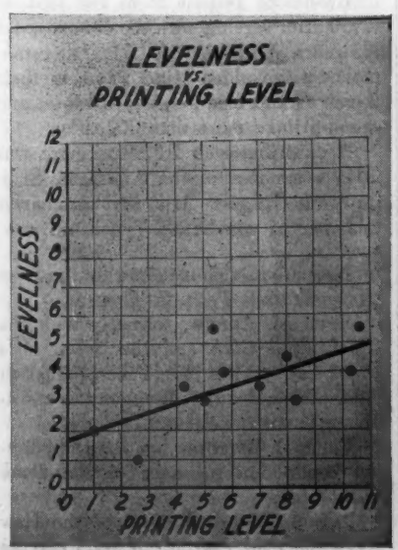


FIG. 4

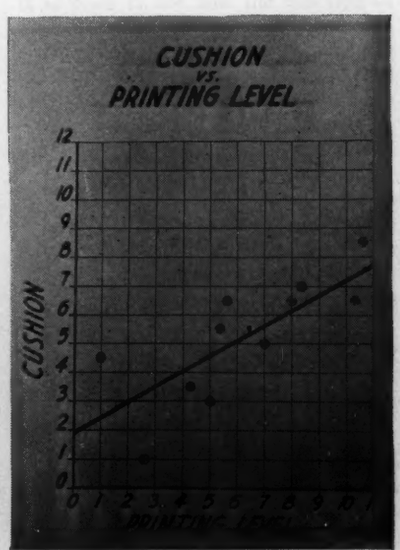


FIG. 5

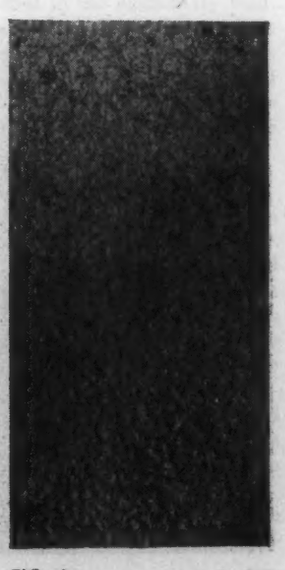


FIG. 6

When we compare levelness (4) with printability we find that there is a correlation but not nearly so close as with smoothness. As a rule lack of levelness will affect halftones most.

Cushion or resilience is a much used term in connection with make-ready and embossing. So far as we know there is no method by which we can measure directly the compression of a paper under the impact of a printing plate and then again with compression removed. Therefore we are forced to use micrometers with loading to simulate printing pressures. Taking the sheet with the highest average per cent compression and regain as the most resilient (5) we find that there is a definite, although not exact, correlation with printing level. Generally, though, the better the resilience the better the printing.

Ink coverage

The term coverage, as applied to coated papers, refers to the degree to which the surface fibers of the basestock are covered by the coating. Picture No. 6 shows the difference between a well and poorly-covered sheet. The presence of these fibers just under the coating may have been due to large, prominent fibers on the surface of the basestock, or to an insufficient thickness of coating film, or both. As such, poor coverage tends to lower the overall printed result in detail and in contrast. (7) The correlation is not too close although this line is properly placed and is mathematically correct.

The last characteristic in our group is receptivity, the ability of a paper surface to absorb ink. This may be measured in several ways. Probably one of the best ways is to record the time in seconds from the moment the sheet leaves the plate until the patina or gloss of the wet ink film has disappeared. As such, receptivity is often a compromise and (8) this is indicated by this picture which shows, in this case, no correlation. Now we know that in many cases receptivity is of considerable importance and that the particular level of receptivity required for best results will depend on the form being printed and on the type of ink being used. For good gloss ink holdout some degree of resistance is often desirable. For heavy dull black solids a high degree of receptivity is desirable while for light halftones it is of much less importance.

You will have noted that these paper properties have been covered in the order of their degree of correlation with printed results, and in general we would classify their importance in that order: smoothness, levelness, cushion, coverage, and receptivity with the proviso that receptivity may, in individual cases, be more important.

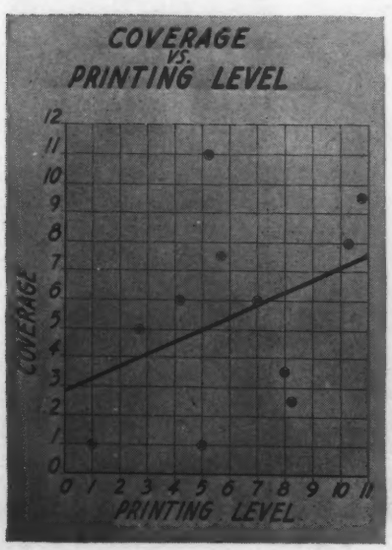


FIG. 7

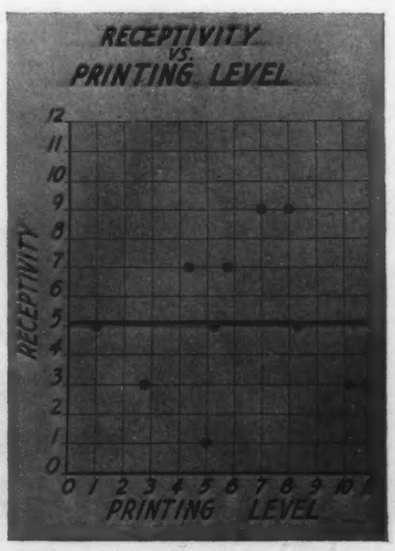


FIG. 8

HONOR CLELAND, CHAPPELL

Two of America's best known and loved book artists, typographers, and designers were honored this month with special testimonial dinners.

The 75th birthday of T. M. Cleland was celebrated on August 18 with an informal luncheon sponsored by the Typophiles, the Distaffers, and the Type Directors Club. Cleland was the recipient of the gold medal of the American Institute of Graphic Arts in 1940 for his accomplishments in book illustration and type design.

A testimonial dinner was scheduled for September 14 in honor of Warren Chappell, creator of the Lydian group of type faces. Chappell has more than 100 books to his credit carrying illustrations or other work by him.

NEW ART SERVICE TEAM

Donald Gelb, until recently Art Director of Bantam Books, Inc., and Leon Gregori, leading commercial artist and illustrator, have formed a new advertising and editorial service, Gregori-Gelb Associates, at 33 West 42nd St., N.Y.C. The new firm will direct the work of a number of prominent artists and illustrators for clients including publishing houses, advertising agencies and corporations.

Gelb, who resigned from Bantam Books after eight years in his position in order to form the new organization, was formerly an advertising manager and an advertising agency account executive. Gregori has been active in commercial art since 1936.

ARTHUR RUSHMORE DIES

Arthur W. Rushmore, for many years an executive and book designer of Harper & Bros., died in his home in Madison, N J. September 15, at 72.

Rushmore retired from the firm in 1950 after serving with the company for 45 years. With his wife, Edna, he established the Golden Hind Press in their home as an avocation, and hand-set and hand-printed more than 200 titles.

A contributor to BP, Rushmore was also a member of the American Institute of Graphic Arts and a charter member of the N. Y. Typohiles.

New production manager for the *John Knox Press* is PAUL E. THOMAS.

SETH M. AGNEW, formerly with the *Book Find Club* and the *Seven Arts Book Society*, has joined the production staff of *Doubleday & Company* as assistant to LEONARD SHATZKIN.

FELIX O. BRENNER has been appointed production manager of the *Book Find Club*.

PATRICIA STONE has joined the New York office of *Falcon's Wing Press* as book designer and editor.

MORE STUDENTS —FEWER TEXTBOOKS?

by Keith L. Johns
Executive Vice President,
The BOOKWALTER Co., Indianapolis

Industry Must Produce Superior Product To Meet Unit Decline

How will the nation's schools get the textbooks they need for the flood of new pupils and students now engulfing our educational system?

Making textbooks that will last longer seems to be the only immediately practicable solution for a problem which is put in proper focus by figures showing fewer books are being sold to the schools at the same time the enrollment is rising rapidly.

Based on reports obtained from publishers who do more than 98 per cent of the elementary and high school textbook business in the United States, these figures are shocking to all but a few in the textbook and book manufacturing industry who have feared such a situation for several years.

Since these statistics for all practical purposes constitute a survey of the entire industry, they emphasize the real seriousness of the problem.

They are in brief:

Total sale of elementary and high school hard bound books for 1953 was 53,600,000 units; for 1954, the sale was 52,100,000 units, a decline of 1,500,000.

Total elementary and high school enrollment in 1953 was 33,500,000 and for 1954 the enrollment was 35,200,000, an increase of 1,700,000.

The next decade?

If this trend continues, the natural question is: What will our schools use for educational materials in the next 10 years? It is obvious that hardbound textbooks won't be the answer unless the trend suddenly changes, which seems at this time to be only a remote possibility.

Despite the fact that in 1954, some 3,700,000 more paper bound workbooks were sold, the crux of the matter is that less actual printed material found its way into the classrooms although the enrollment increased by 1,700,000 pupils.

What, then, is taking the place of the printed word—of reading from books as a means of education? Some of the answers may be in the tremendous growth of the audio-visual departments of the teacher training institutions and the colleges and universities. The increasing use of film and slides has been caused at least in large part by the lack of other satisfactory materials, experts in the field say.

Can audio-visual aids serve?

Those in the audio-visual field insist that their materials will do a good job and hardly any educator will deny that there is a real use for the excellent products of that type now available to the schools. There seems to be practically unanimous agreement that the film and slides and records serve a most useful purpose, but the real question remains: Can they serve satisfactorily as basic educational tools to the exclusion of the printed page?

This question is of interest not only to the publisher and manufacturer of textbooks but to all purveyors of printed materials including newspapers and magazines. It has been asked whether we may not, in fact, be in danger of returning to something like the dark ages where the great majority of the population relied on hearsay and visual observation for its knowledge and only a few—the scholars—could read and write.

Can printing be replaced?

It seems unlikely that the nation would wish to lose the reading and writing skills which are the only lifelong means of improving the education we receive in our formal system. It is hard to see how the teaching of facts by means of pictures and records, radio and television, will help a pupil to the skills necessary to read the Bible or to communicate at leisure with the minds of our past great authors.

Thus a strong case can be made for the continued use of printed pages as a means not only of imparting facts and disciplining the mind, but also to improve language skills necessary for the kind of education that most of us try to continue throughout our lives. The communication of ideas, between individuals or at leisure, cannot now be accomplished by television.

Sales vs costs

Before considering possible remedies for the problem of a lack of textbooks in the schools, it would be well to examine the reasons for the situation. Referring to the statistics upon which these observations are based, one of the major factors appears instantly. While the total amount of money spent for hardbound textbooks is not separately available for the high schools, a glance at the figure for the elementary area gives us the answer. Money spent in 1954 for elementary hardbound books was $47,700,000, an increase of $2,100,000 over the 1953 figure which was $45,600,000.

This increase of money spent was about 4.6 per cent But at the same time, the average cost per book increased from $1.05 to $1.13, or almost 8 per cent.

Thus, if we assume that the increase in the money available to buy books is all that could be spared from the educational budget, it may also be assumed that the rate of increase is not susceptible of great change from year to year. Since the increase in enrollment was 5 per cent in the elementary field, it is obvious that there would not have been enough new books, even if the price of books remained constant and even if the schools already had enough books, which in most cases is not the fact.

Enough public funds?

Leaders in the textbook industry who have made studies of the situation believe that almost 85 per cent of all textbooks are bought with public funds of one kind or another. This includes the many areas where special taxes are levied for the purchase of books, where state funds are appropriated for so-called free textbooks, and those school units where a rental system obtains the money directly from the patrons in what amounts to a special tax levy.

These public funds are not likely to be flexible enough to increase as rapid-

ly as needed unless the public becomes thoroughly aroused and demands that the schools have the textbooks they need. Educational materials now account for substantially less than 2% of the total educational cost.

The increase in the cost of the textbooks does not at all mean that the publishers are pricing their product too high. In the first place, the publishers are themselves confronted with rapidly increasing costs and the manufacturers also must contend with costs that have more than doubled in the last decade. The price of textbooks has not, in fact, kept pace with these increased costs.

Bigger, better—and costlier

In addition to the increased costs that would exist for producing the same book, there is also the fact that the new books now being produced are like today's bechromed automobiles as compared to the stripped down models so popular only a few years ago. They contain much more color; their pages are larger; more research has gone into their preparation. This is not necessarily by choice of the publisher. The educators who buy the books must take the major responsibility for these changes.

Understandably, the educators who select the textbooks want the best they can get. For the most part, textbooks in the United States are not selected by the people who have to struggle with the budgets. Many years ago, the superintendents made most of the textbook selections with one eye on their budgets or on their patrons' pocketbooks. Now, most of the books are selected by curriculum specialists or committees of teachers.

This development seems proper, especially since the influx of new pupils poses problems which more than occupy the time of the school executives. It also seems right when we consider that the people who must use the books in the classrooms, should have the principal voice in what they shall use. One would think that a surgeon should select his own instruments rather than have them furnished by the superintendent of the hospital.

In itself, this demand for the best in educational materials should not compound the problem. Mighty few parents would not wish their children to have the best possible textbooks, even though they cost a few cents more per book. The question of what is the best textbook, of how much the larger pages, the additional material, the lavish use of color, really help in education, is one that would be hard for any laymen to determine.

How to get the money

It must be presumed then, that the first solution to the shortage of textbooks would be to make more money available for their purchase. The wheels of government move slowly and the possibility of obtaining increased funds even to match the increased enrollment does not at the moment seem too favorable.

Possibly the wide public attention being focused upon the whole educational system may result in action by tax officials, legislatures, and school executives to make more money available for textbooks but the time lag will be there. If action, drastic action, started now it would be several years before the flow of actual funds could make up increasing shortage of books.

The second solution would be to produce cheaper textbooks so that the same amount of dollars would buy the additional books needed. The difficulty with this, as we have noted, is that the publisher does not dare risk the production of such books for the simple reason that he cannot sell them.

Something of this sort is, in fact, being done as is evidenced in the increased use of the paper-bound workbook type of material. This, so far as a permanent solution is concerned, does not fill the bill. It enables a school system to give the new pupil something to work with at an immediate cost less than hardbound books, but the ultimate cost of workbooks is greater.

Workbooks not the answer

There are those who believe that the workbook is all that is needed and there is a growing tendency on the part of some educators to accept this simple solution. This attitude does not take into account the fact that in the long run, the textbook is cheaper or that a child's lifelong attitude toward reading and books may be affected.

Many of us can remember when our school books were something to be cherished. There was a widespread feeling of respect for books. There still ought to be the same feeling.

The only alternative available immediately as a possible answer to the problem is to make good textbooks, the kind the school people want, and to make them last longer. Great progress has been made along these lines in the last few years.

Better manufacturing

Refined manufacturing techniques, new machines, improved adhesives, better paper and binding materials, and the growing use of testing procedures, all have contributed to the longer useful life of the textbook. A few years ago, the testing standards of our own company, for example, were based on an anticipated life of approximately seven semesters for a side-stitched elementary book. Now, these same standards have been raised to an expected life of 10 semesters or five full years.

The problem of making books last longer has been complicated by the larger trim sizes and greater number of pages, but even in the new books of 7 by 9 to 8 by 10 inches trim size, remarkable improvements have been made.

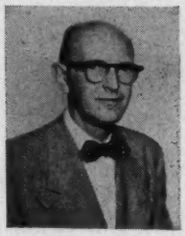
Whereas a few years ago a tumble and drop test on such a book would produce failure at 250 to 400 drops and frequently much less, modern techniques will give test results in the order of 800 to 1500 drops.

This is not reflected percentage wise in the useful life of the book because of factors having nothing to do with its construction. Torn pages and other mutilations have an important effect, regardless of the quality of the product the publisher buys and furnishes to the schools.

Most manufacturers are aware of the growing demand by the publisher for improved quality. While for many years, the principal emphasis of the publisher, so far as the manufacturer is concerned, was with improved appearance, more and more publishers are now conscious of the overall problem of the school system and are trying to buy the best books they can get.

It seems that about the only way the schools of the country can get the books they need, is for the manufacturer with the cooperation of the publisher, to give the educators a superior product. The additional cost of this superior product is small, indeed, by comparison with the contribution it can make to the future success of the industry, to say nothing of the help it will give to the whole nation in its effort to meet the educational crisis.

PRODUCTION PORTRAIT NO. 144



Kenneth J. Berend

Beckley-Cardy Co.
Chicago, Ill.

FROM a production standpoint, the Beckley-Cardy Co.'s move from the loop to the new one-story building in Chicago's extreme northwest side was a most welcome change. For production manager Kenneth J. Berend, in particular, it not only eased some of the production problems and delays encountered in a multi-storied building, but also brought him within comfortable driving range of his new home.

When Berend started with Beckley-Cardy, the textbook publishing and school supply house, 25 years ago, it was depression, he had had two years of college and was looking for a job. In those days the firm's book department was small. Berend's job consisted mostly of pricing orders and later added to his duties by assisting the president, the late J. C. Sindelar, Sr. The close association with Sindelar gave him many opportunities to get into actual production problems since at that time practically all phases of operation were under the close direction of the senior Sindelar, though Berend was soon made production manager.

When World War II came around Uncle Sam claimed Berend's services in the infantry for three years, during which he was wounded. Upon his return, he took up his duties where he left them but this time under J. C. Sindelar, Jr., who had since become president. The senior Sindelar had died while Berend was away.

Double duties

As combination production manager and purchaser and with the facilities of a composing room and small job press department at hand, Berend is in a position to effect considerable savings in time and energy in the steps taken to produce a book.

He also schedules and follows through on the production of the firm's own School Buyer's Guide catalogs and other advertising pieces. Nearly a half million of the catalogs are produced each year with all the typesetting done in the Beckley-Cardy composing room. The forms are locked up and delivered to the printer. If the printing is such that it can be handled on Beckley-Cardy's two Miehle Verticals, the Chandler and Price semi-automatic, or the Gordon hand feed presses operating in the shop, the work is scheduled on them. Sometimes savings result when the company can print end sheets on the Miehle Verticals and deliver these to one of the nearby binders.

Handles school supplies, too

Berend not only purchases paper for the production of books but also for resale in the school mail order supply division. Recently the Beckley-Cardy firm was named distributor for Milton Bradley art supplies and Berend has been given the buying responsibility.

"Strictly informal" is the way Berend describes his method of operation. If you know how a book is put together, what printing processes are available and the advantages of each for your particular book, as well as which manufacturers have the necessary equipment to do the work you need and to do it well, the problems of the production manager are simplified, according to Berend. He stays away from too many production forms and relies on personal contact, not only with the editorial department, but with the manufacturers and suppliers as well.

At present Berend is interested in the possibilities of utilizing magnesium plates. In the experimenting done thus far, Berend has found that there is a saving of makeready time plus the assurance of an almost level plate.

Pre-printed pioneer

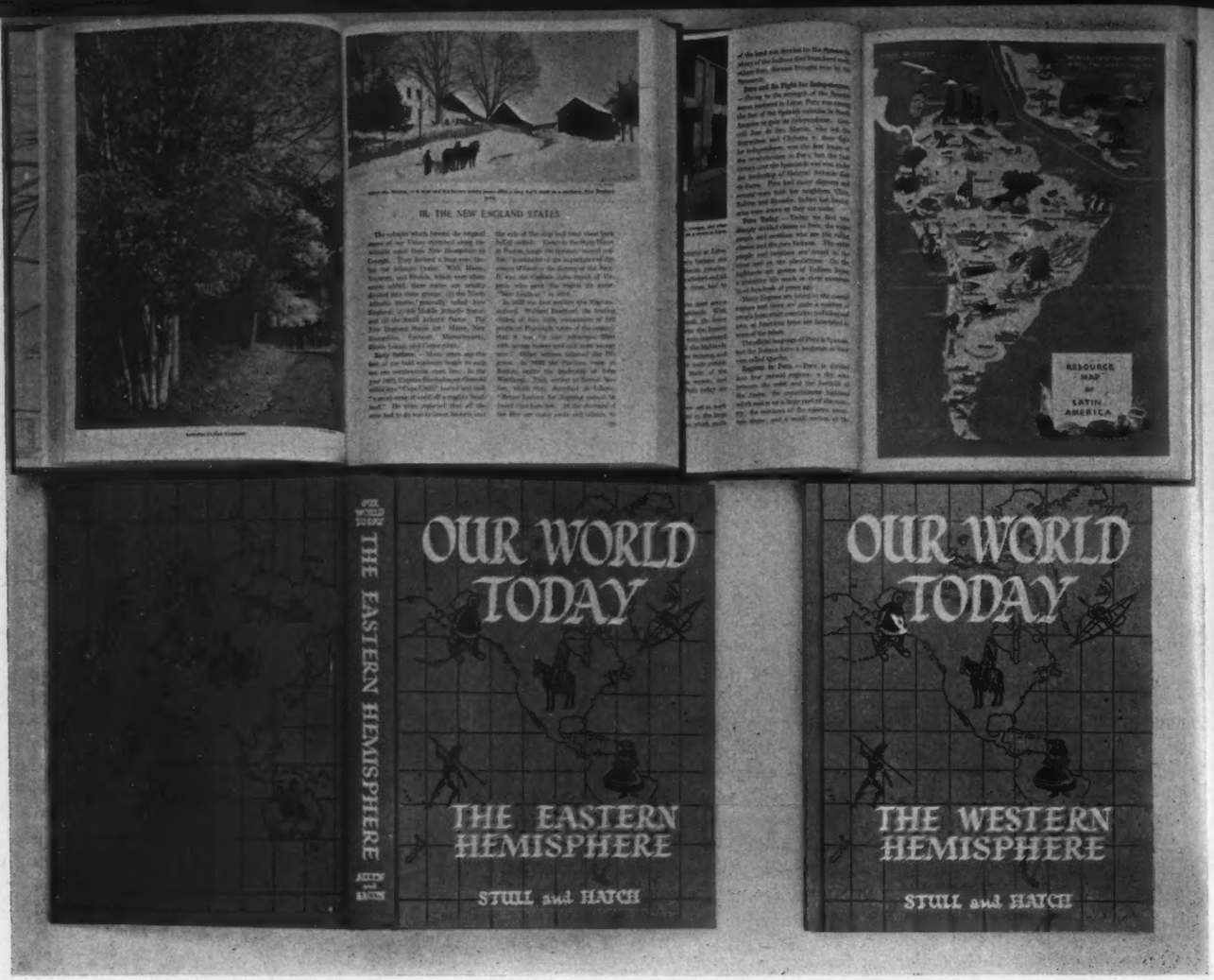
One of the most helpful contacts with suppliers came about when Berend was considering offset printed covers. He believes that his company might have been the first by accident to have published preprinted covers. Some years ago Berend had discovered that for some of the company's runs it was not economical to have offset printed covers. He wanted to achieve an unusual effect that would show a minimum amount of wear and when one of the cloth suppliers asked him if he could use some preprinted cloth for any purpose, the design was so attractive he decided to give the cloth a try. All that was necessary was to obtain some stamping dies for the title of the book and the end result was striking.

The job is coordination

In Berend's opinion, the biggest job In Berend's opinion, the biggest job coordination. Having a good general knowledge of the graphic arts and how the various segments tie in, help to promote a systematic approach to operations. Berend has observed that when management has enough confidence in the production manager to give him a free operating hand, the production manager can do a better job than when he is obstructed by rules and policies developed to try to keep him in line. He quotes what he calls a "corny but apt" axiom, "Honesty is the best policy."

Sharing one another's problems as is done at the Chicago Book Clinic, studying the articles in *Book Production* magazine, and talking with suppliers helps to keep all of us on our toes, according to 44 year old Berend who uses these means as well as membership in the National School Service Institute for keeping pace with developments. (In 1947 the firm received the NSSI award for the best school supply catalog produced.)

Berend met his wife at Beckley-Cardy when she was formerly employed there. They were married in 1938. It is easy to talk shop at home because of Mrs. Berend's familiarity with the company and its operations. However, for a long time conversation was set aside to allow time for the building of a home. The Berends have a few acres of land in a wooded section between Wheeling and Deerfield, Illinois. The distance to the plant represents about a 40-minute drive but it is all in open country and refreshing compared to the din and frustration of heavy city driving. After the house was completed Berend transferred his building time over to the interests of his children, a boy 8 and a girl 6. "They are my hobby now and they sure keep me jumping!"



Allyn and Bacon's New Editions, "Our World Today", Geography Series by Stull and Hatch

Here are the four new geographies in the Our World Today series published by Allyn and Bacon, Boston—Journeys Through Many Lands, Journeys Through the Americas, The Eastern Hemisphere, and The Western Hemisphere. They are written with a controlled vocabulary, tested and approved for each grade level. The use of Italics in introducing new technical words, and the section summaries of these words, increase the vocabularies of the pupils and aid them in their comprehension of the text. The books are written on a broad and sound base of geography, including, where desirable, additional information on cultural, social, political, economic, and climatic conditions. Physical-political maps are used throughout the series as well as specialized maps for various books. World air-sea transportation routes are found on the end papers of each book. Each book is carefully documented with visually informative and factually accurate illustrations in both black and white and full color.

Livermore and Knight of Providence printed these Allyn and Bacon books and the Cuneo Press of New England bound them in different shades of Interlaken's Arco.

Interlaken Mills FISKEVILLE, RHODE ISLAND

This month's review by
FRANK MYRICK
Book Production

the bookmaking parade

 # 261 in a series of monthly critical studies of design and production of trade and textbooks.

THEY REACH FOR LIFE

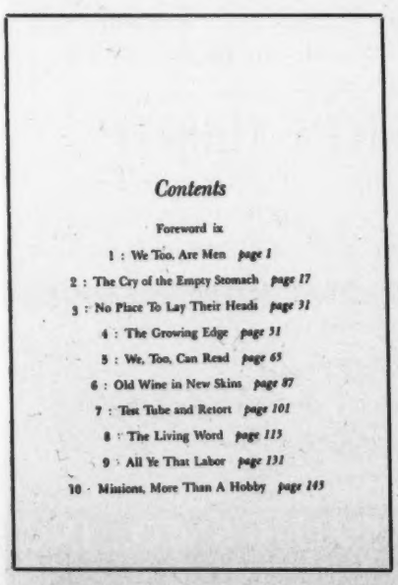
by John E. Skoglund. 5½ x 8½. $3
Publisher: Friendship Press
Compositor: Composing Room
Printer: Affiliated Lithographers
Process: Offset
Binder: C. H. Bohn, Mercury Bkbdg.
Text Type: Lino Baskerville 11/13
Display: ATF Bulmer, handlettering
Stock: antique wove
Binding: spine, Bancroft Kennett, black, nat. fin.; sides, Elephant Hide, red
Stamping: imit. gold roll leaf
Designer: Louise E. Jefferson
Illustrator: Joseph Escourido
Jacket: 4 colors, by Affiliated Litho.

The talents of the designer have evoked here a dramatic jacket and binding, as well as an inspiring typographic format. We were fortunate enough to have seen the original art for the jacket painting, and find the former a faithful reproduction, with the clasped suppliant hands reaching up through the fiery yellow flames of world upheaval. The preprinted Columbia end papers, specked with yellow on a black background, seem to simulate sparks from the same fire floating in space. The red and gold stamping on the three-piece case further carries out the theme and the whole effect is as spiritually alive as is the text.

The black natural finish of the spine is excellently complemented by the gold stamped hands and red Elephant-hide sides, also harmonizing with the theme set by the title.

Even the single color reproduction of the jacket painting on the title spread retains its drama. In our opinion however, the jacket lettering might have been stronger and more effective than the thinnish letter used on the title page and more at home with the Bulmer-Baskerville display-text combination.

Over-all, however, the book shows how design can implement a message and whet its effectiveness to a keen edge.



Contents

Foreword ix
1 : We Too, Are Men *page 1*
2 : The Cry of the Empty Stomach *page 17*
3 : No Place To Lay Their Heads *page 31*
4 : The Growing Edge *page 51*
5 : We, Too, Can Read *page 65*
6 : Old Wine in New Skins *page 87*
7 : Test Tube and Retort *page 101*
8 : The Living Word *page 115*
9 : All Ye That Labor *page 131*
10 : Missions, More Than A Hobby *page 145*

THEY REACH FOR LIFE
Set in Baskerville 11/13. "Contents," Bulmer 24pt.

HUMOROUS POETRY FOR CHILDREN

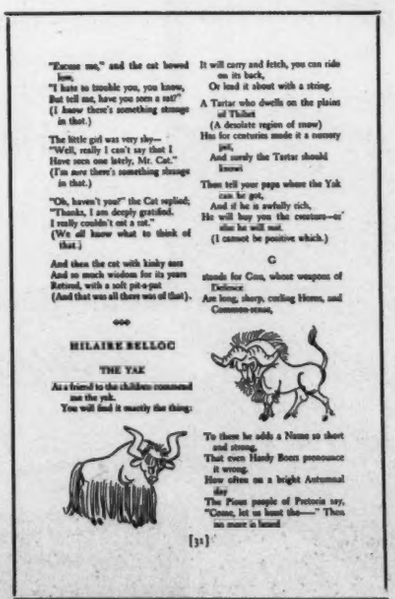
edited by William Cole. 6-⅛ x 9-¼. $3.50
Publisher: World Publ. Co.
Compositor: Westcott & Thomson
Printer & Binder: Haddon Craftsmen
Process: letterpress
Text Type: Lino. Electra 10/12; 27 (2) x 43½
Display: Corvinus Med., Lino. Electra
Stock: Glatfelter Antique RRR, 80#
Binding: Holliston Payko, nat. fin., orange
Stamping: black pigment roll leaf
Designer: f, Joseph Trautwein; b, Abe Lerner
Illustrator: Eervine Metzl
Jacket: 2 colors, by Triggs Color Ptg.

The double column text, because of the short lines which most of this poetry contains has worked out fairly well, but borrowing a pica from the margins to put between the narrow 14 pica columns, might have eliminated some of the shocks that come when the lines run too close together and you read straight across the page!

The illustrations do much for this book in causing it to live up to expectations but the typographic scheme is as formal and stiff as the text is merry. The Electra body matter is sufficiently leaded and in weight matches the drawings quite well.

Would that the jacket style had been borrowed for the title page instead of the stiff picket fence effect of Corvinus med., which was also used for the gold stamping on the spine. On the recto is stamped an illustration from the "foreword" page, which adds some color to the orange natural finish cloth.

Electra, both in bold and regular, supplies the typographic treatment for authors' names, found at the head of groups of their poems. Since both these and the text is obviously all slug-set, composition must have been one of the lesser problems in producing this book.



"Excuse me," and the cat bowed low,
"I hate to trouble you, you know,
But tell me, have you seen a rat?"
(I know there's something strange in that.)

The little girl was very shy—
"Well, really I can't say that I
Have seen one lately, Mr. Cat."
(I'm sure there's something strange in that.)

"Oh, haven't you?" the Cat replied;
"Thanks, I am deeply gratified.
I really couldn't eat a rat."
(We all know what to think of that.)

And then the cat with kinky ears
And so much wisdom for its years
Retired, with a soft pit-a-pat
(And that was all there was of that).

HILAIRE BELLOC

THE YAK

As a friend to the children commend
me the yak.
You will find it exactly the thing:

It will carry and fetch, you can ride
on its back,
Or lead it about with a string.

A Tartar who dwells on the plain
of Thibet
(A desolate region of snow)
Has for centuries made it a sensory
pet,
And surely the Tartar should
know!

Then tell your papa where the Yak
can be got,
And if he is awfully rich,
He will buy you the creature—or
else he will not.
(I cannot be positive which.)

G
stands for Gnu, whose weapons of
Defence
Are long, sharp, curling Horns, and
Common-sense,

To these he adds a Name so short
and strong,
That even Hardy Boys pronounce
it wrong.
How often on a bright Autumnal
day
The Pious people of Pretoria say,
"Come, let us hunt the——" Then
no more is heard

[31]

HUMOROUS POETRY
Set in Electra 10/12. Titles, Electra bold.

MEN FROM THE SEA

by K. M. Wallenius. 5½ x 8-3/8. $4
Publisher: Oxford Univ. Press
Manufacturer: Vail-Ballou Press
Process: letterpress
Text Type: Lino. Caledonia 11/13; 24 x 41
Display: Bauer Weiss Series II
Stock: Glatfelter's RRR Wove
Binding: Holliston Rex, green
Stamping: grey and green pigment foil
Designer: John Begg
Illustrator: Erkki Tanttu
Jacket: 3 colors, by Marbridge Ptg. Co.

The designer of *The Sea Around Us* found it no great task, I am sure, to design this short anthology of tales about the sea, translated from the Finnish.

Weiss Series II afforded a sturdy display face symbolic of the husky fishermen and sealers of Lapland and Finland, while Caledonia, "old reliable," makes the text reading an easy task, as well as pitching in on minor display problems, such as heads, etc.

The grey green binding stamped in grey and green as well, almost reeks of the Northern seas, seeming both cold and attractive at one and the same moment. The anchor and line stamping on the cover demonstrates how needless it is to try for the full extreme of realism, down to the last shackle swivel. As they stand, they suggest, not shout, the nature of the stories, and besides, match the weight of line of the Weiss stamping.

Each of the few stories begins on a right hand page, is sunk halfway, with a

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Publisher and Manufacturer

ABE LERNER, Designer

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—one chapter from ANDERSONVILLE will appear in the January volume of the Reader's Digest Condensed Book Club.

Columbia Pictures has purchased the motion picture rights to ANDERSONVILLE for $250,000.00, to be made, it is reported, into the first four hour movie.

★

Realizing that SERVICE is essential in publishing a book of this magnitude, the publishers selected

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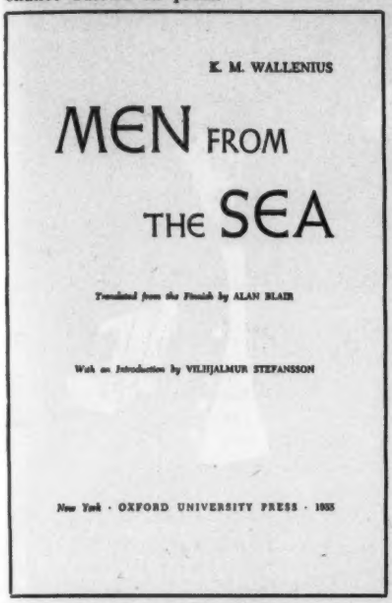
tall stickup Weiss initial, the whole facing into a full page pen-and-ink drawing. Of interest too, is the bracketing by dashes of the folios, which helps protect the folios in the event of molding new plates or chance batters on press.

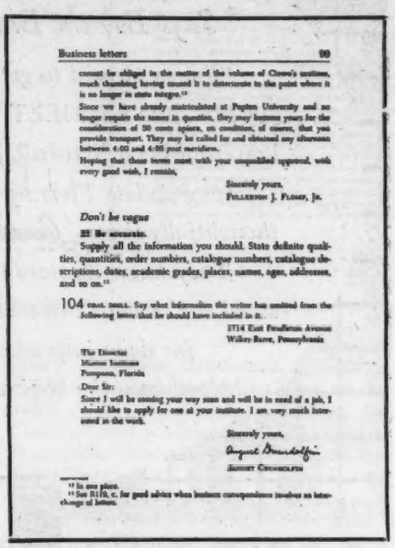

K. M. WALLENIUS
MEN FROM THE SEA
Translated from the Finnish by ALAN BLAIR
With an Introduction by VILHJALMUR STEFANSSON
New York · OXFORD UNIVERSITY PRESS · 1955

MEN FROM THE SEA
Set in Caledonia 11/13. Title, Bauer Weiss.

EFFECTIVE WRITING
PLANNED WRITING
by M. P. Kammer, S.J. and W. A. Diebold, S.J. 6 x 9
Publisher: Loyola Univ. Press.
Compositor: publisher
Printer: C. O. Owen & Co.
Process: letterpress
Binder: Engdahl Bindery
Text Type: Lino. Caledonia 11/14, 9/12; 26 x 44
Display: Futura Med. & Bold
Stock: Warren's English finish, 70#
Binding: Bancroft Arrestox, grey
Stamping: Effective Writing: yellow ink; Planned Writing; blue ink
Designer: William Nicoll (Edit Inc.)
Illustrator: Ellen Anderson

These two titles in this experimental series of books on writing published by the press, bear the same distinctive marks: virtually flawless printing, simple but effective color plans for the binding scheme followed on this secondary series, the highly humorous yet incisive sketches by the illustrator, the fine contemporary setting, of an equally contemporary and well planned format.

In the series of four books plus a handbook, to date, there has been cohesive thought and action all the way through from the editorial approach to the production of the book. As in the earlier titles, the typographic style is succinct, readable, and lucid, by reason of the several devices used to frame the teaching material. One is the small marginal reverse block for chapter titles with cut-off rule above running across the page and align-


Business letters 99

cannot be obliged in the matter of the volumes of Clowe's auctions, much chumbling having ensued it to deteriorate to the point where it is no longer in state integra.[1]

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104 exx. mmx. Say what information the writer has omitted from the following letter that he should have included in it.

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Mission Institute
Pompano, Florida

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Sincerely yours,
August Brandolfini
AUGUST CHUMSKUTH

[1] In any place.
[2] See B1/0, c, for good advice when business correspondence involves an interchange of letters.

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Set in Caledonia 11/14. Display, Caledonia bold, Futura med.

Photo by Criterion
Simplicity in ornamentation marks this month's bindings. (Review of "Showers" omitted for lack of space.)

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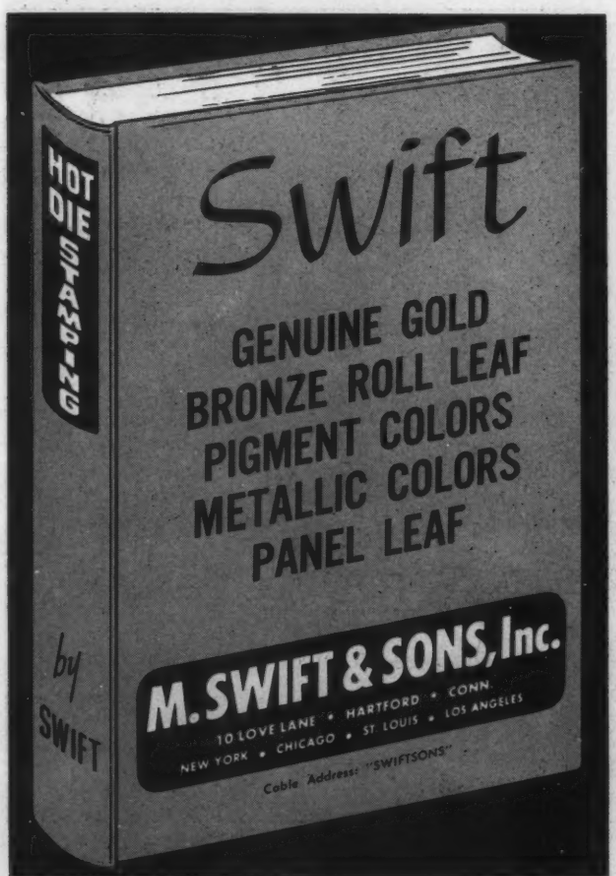

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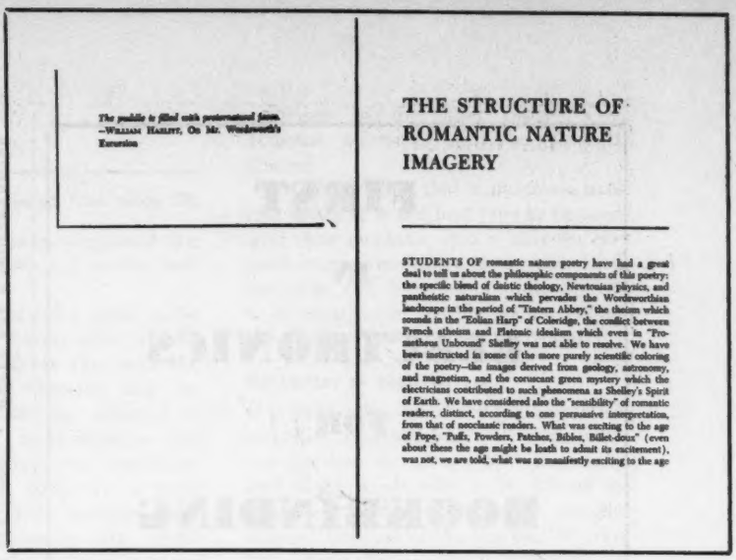
ing with the edge of the block. Another is the use of 18pt. Futura figures for exercise numbers with the text indented a pica and set flush and hang. Still another is the sparing use of bold face resulting in a greater emphasis by the elimination of unnecessary weighting. Subheads in Spartan black lend just the right amount of color when necessary.

The illustrations are particularly pleasing. They have a strong touch of the Hokinson style, are even in their rendition in line and wash, and are all sharply pointed to reveal flaws in writing style.

The evenness of tone with which the type is printed is a challenge to the experts on presswork to determine whether it's letterpress or offset, especially when one sees several lines with inked circles around key words, etc.

THE VERBAL ICON
by W. K. Wimsatt, Jr. 6 x 9. $4
Publisher: Univ. of Kentucky Press
Compositor & Printer: U. of Ky. Kernel Press
Binder: C. J. Krehbiel Co.
Process: letterpress
Text Type: Lino. Caledonia 11/13; 25 x 42
Display: ATF Bulmer, Lino. Caledonia
Stock: Warren's Old Style, 60#
Binding: Bancroft Arrestox, olive green
Stamping: black ink
Designer: Kenneth Elliott, Bruce Denbo
Jacket: 2 colors, by Kernel Press


The public is filled with preternatural fears.
—William Hazlitt, On Mr. Wordsworth's Excursion
THE STRUCTURE OF ROMANTIC NATURE IMAGERY
STUDENTS OF romantic nature poetry have had a great deal to tell us about the philosophic components of this poetry: the specific blend of deistic theology, Newtonian physics, and pantheistic naturalism which pervades the Wordsworthian landscape in the period of "Tintern Abbey," the theism which sounds in the "Eolian Harp" of Coleridge, the conflict between French atheism and Platonic idealism which even in "Prometheus Unbound" Shelley was not able to resolve. We have been instructed in some of the more purely scientific coloring of the poetry—the images derived from geology, astronomy, and magnetism, and the coruscant green mystery which the electricians contributed to such phenomena as Shelley's Spirit of Earth. We have considered also the "sensibility" of romantic readers, distinct, according to one persuasive interpretation, from that of neoclassic readers. What was exciting to the age of Pope, "Puffs, Powders, Patches, Bibles, Billet-doux" (even about these the age might be loath to admit its excitement), was not, we are told, what was so manifestly exciting to the age

THE VERBAL ICON

Set in Caledonia 11/13 Title, Bulmer 24pt.

Putting together a book of essays on such an abstract topic as criticism of poetry is a challenge that not many designers would relish even when functioning alone in the design of format and binding. In this book one finds a design team which has achieved a consistency, a "rightness" with such, by now, almost prosaic materials, as Caledonia and Bulmer, and simple light rules. Backed by good manufacturing—the presswork, happily, was done at the University— the volume makes a definite contribution to easy reading in an area which to many laymen, often seems confused.

The headings for each essay, utilizing a spread, are particularly effective and their style is set in the introduction spread, in which an explanation of the title, set in italics on the verso page, is enclosed by a vertical and a horizontal rule, matched by a similar rule under the heading on the facing page. A 60 pt. figure, enclosed in the same right angle is used for the part number, and on the headings of the essays themselves, the effect shown on the introduction is continued.

The binding, with its olive green cloth, is scholarly and satisfactory with a simple ink stamping. The frontiersman logo of the press is suitably stamped at the foot of the spine, and because of its weight, is wisely avoided on the title page.

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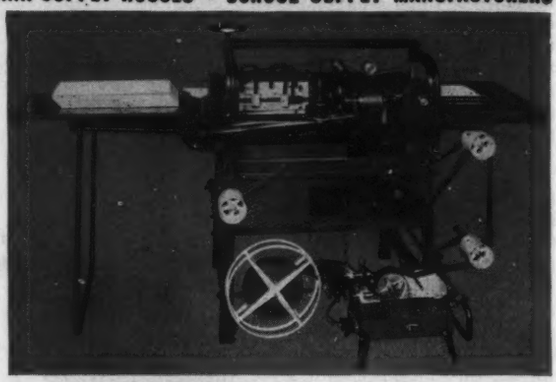

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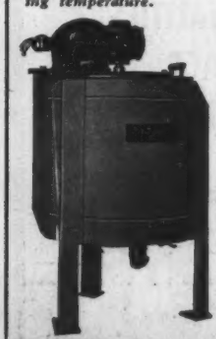

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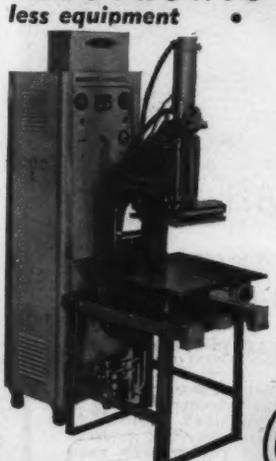

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Adhesives for Casing-in

(Continued from page 55)

straight-line type and the books are carried into the machine by blades on an endless chain which position the book between the paste rolls. The reverse action of rollers here too sees that an extra supply of paste is deposited in the joint and crash.

Proper maintenance of the paste roller quarter turn mechanism, replacement of the rollers themselves when worn, and scrutiny of the chain for maintenance of proper length, are important to successful casing-in.

Books should be checked periodically throughout the run, so as to make sure that quality is being maintained, and the paste rollers checked for proper function of distributing evenly and solidly into the joint and crash.

Newer machines

Recently, both Smyth and Dexter-De Florez in association with Dexter have brought onto the market equipment which forms and builds-in the cased-book. Their objectives are the same but the methods of achievement differ. In each instance, however, the use of a special paste has been suggested but the selection has been left to the individual plant.

Since in both machines there is, by the application of heating units, a melting of the glue both in the joint and in the case, and a blending with the paste being applied, the adhesive is necessarily slightly more liquid so that it will set faster under the application of heat. However, here too it must maintain, for a few seconds after casing-in, the necessary slip which allows the book to be squared by hand before being put into the building-in machine. But, essentially, it must be a rapid-drying paste.

Dexter-De Florez is completing construction of a combined casing-in and building-in unit, which calls for straightline travel of the book through the machine with a pair of vertical paste rollers on both sides applying the paste from the crash area downward. The upper roller is shaped so that an extra amount of paste, in a narrow band, is applied by one roller in the crash area and a thinner coat over the rest of the endsheets by the other roller. Two different adhesives may be used if desired.

De Florez feels that a polyvinyl acetate adhesive is the best type to be used with their machine, even if only for the joint area, particularly in the combined casing-in and building-in unit, shortly to be installed in two big plants. Again the decision is left to the purchaser.

Economics of changeovers

It is generally considered good practice to utilize a paste which will work without question on all types of materials, and which needs only to be diluted or thickened, to fit the immediate circumstance. Because of the low cost of even the solvent-type pastes, it is felt that it is uneconomical, in most plant production where runs are short or moderate, to clean all pots and replace with a non-solvent type, especially if at times there are other pyroxylin material jobs to be run during the day, necessitating another changeover and cleanup. The fraction of a cent saved in the cost of cost of the material is far exceeded by down-time for cleanout and restarting.

Heavy weight cloths, such as buckram, usually require a fairly heavy paste so as to insure a good bond, while

(Please turn to page 71)

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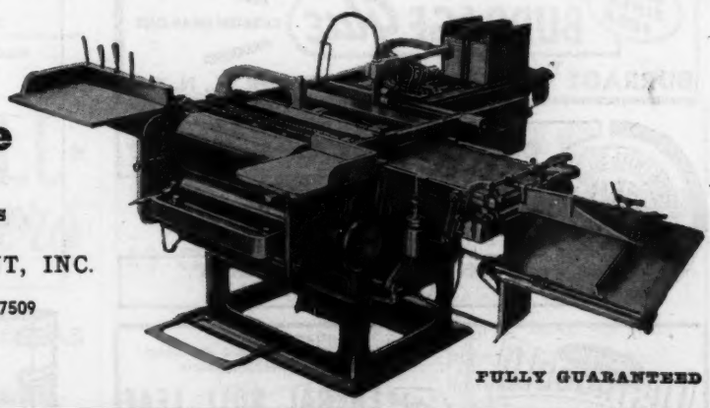

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Casing-In Adhesives

(Continued from p. 69)

the lighter finishes, such as natural finish, can use a more liquid paste. It is important, however, to regulate the flow of both types so that there is no squeeze-out, resulting in costly repairs on finished books, removing the unsightly gobs of dry paste.

In casing-in books with printed endsheets, particularly those with a heavy ink deposit on coated stock, care must be taken to be sure that the paste does not adversely affect the ink, and thereby cause sticking endsheets. It is advisable to run test copies or dummies to ascertain what formula is most suited to such a situation. In some cases it may be necessary to interleave endsheets and case with wax paper when sticking shows signs of occurring.

Side-sewn work

Because most side-sewn work, that is, books sewed on the McCain or Singer side-sewers, is bound with a tight back, it is customary to run a strip of glue, or occasionally paste, along the backbone to hold the book in the cover. Glue is the more preferable adhesive, especially in those cases in which the book is also side-wire stitched as in certain classes of textbooks. A book back gluer or similar machine is usually used for this work and in many cases a PVA adhesive has been found to be useful as flexibility is an adjunct to a side-sewn book, which is rigid enough due to the necessity of the side-sewing. END

Next month: Pastes for stripping, tipping, and side-sewing.

Joseph Ruzicka Revives Fore-edge Painting

JOSEPH RUZICKA, whose family had been bookbinders for five generations past, and whose third generation descendants are successful library binders, is "semi-retired" from bookbinding at the age of 80. The Joseph Ruzicka library bindery in Baltimore, Md., is conducted by his daughter, Mary Ruzicka Gross, but his home has been turned into a workshop. The occupation which keeps him busy is almost a lost art: fore-edge painting which is visible only when a book is open so that its leaves are fanned. The painting disappears behind gilded edges when the book is closed.

Method of procedure

When Ruzicka begins a fore-edge painting the book covers are removed and the edges trimmed. The leaves are then fanned and clamped tightly. A light pencil sketch is made first on the fore-edge, which is really a series of minute sides of the edges of the pages. This sketch serves as a guide for the dry-brush painting. The brush is held at right angles so that the color will stay on the surface and not run on the sides.

When the painting has dried, the clamps are removed and the book is gilded. The gilding is by conventional means but great care must be taken since it is important that the painting not show through.

"Before a book can be gilded," Ruzicka says, "the edge is scraped so that you have a clean and even surface. Then it is burnished with agate and coated with a red bole or chalk solution, and then with egg-white, which serves as a sizing and helps to hold the gold on the edge. The gold leaf is cut to size and applied. After the surface is absolutely dry, the gold is polished. If the job is done correctly, it's almost impossible to see even a slight trace of the hidden painting when the book is closed."

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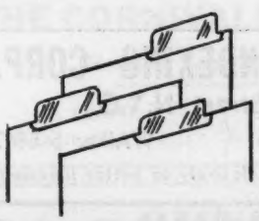
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Plant and office space will be almost doubled by Brown & McEwan, Newark, N. J., trade binders, with the acquisition of a two-story brick building at Liberty St. The bindery's new home, which will be occupied next summer, is equipped with concrete floors and an automatic sprinkler system.

Haynes Lithograph Co., Silver Spring, Md., is constructing a new 150,000 sq. ft. lithographing plant in Rockville, Md. A new 96-page web offset press will be used for publication work. The plant will employ about 300 in the pressroom and bindery.

Houghton-Mifflin Co., Cambridge, Mass., has installed two Dexter quad folders.

The *John F. Smith Co., Inc.*, and *Leo Hart Co.*, both of Rochester, N. Y., have merged, with the Smith Co. moving to the Hart building.

Snap Out Bindery in Los Angeles, according to proprietor MAX MARGOLIN, can now undertake folding, stitching, perforating, and other trade binding work in addition to its snap out specialty. MARGOLIN is currently working on a new method for making pads.

NEW NAMES, NEW FACES

Independent Printing Co., Portland, Oregon, specialists in manufacturing string tags, has been sold to BERNARD and DEMARIES GALITZKI.

JACK H. BENNETT, JR., of the *Loose Leaf Supply Co.*, has been elected president of the Master Printers' Section of the Houston (Texas) Graphic Arts Assn.

Gardiner Macy, general manager of the Colonial Press, Clinton, Mass., and for the past four years first vice-president, a director, and member of the executive committee, and with similar affiliations with the C. H. Simonds Co., has resigned from his post as of October 1.

CHARLES D. ALLEN has become the sole owner of *Savidge & Krimmel*, Philadelphia, Pa., library bindery specializing in technical and medical journal binding.

OBITUARIES

ARTHUR MANLEY WICKWIRE, JR., a noted figure in the graphic arts field, died at his home in Morristown, N. J., on August 28, at the age of 57. Raised in Brooklyn, N. Y., Wickwire was a graduate of Williams College, and during World War I served as an ensign in the Naval Air Force.

In 1923, Wickwire joined the Peerless Roll Leaf Co., at Union City, N. J., and remained with the company until 1942. At his death he was a director of the Fitchburg (Mass.) Paper Co., and president of Power Controls, Inc., Yonkers.

CHRISTIAN E. FINCK, head of the C. E. Finck Indexing Corp., and well-known as an ardent supporter of the Book Manufacturers Institute, died at his home in New York City on September 23 of a heart attack. He was 67 years old.

Born in Elizabeth, N. J., Finck came to New York in 1911 to work for the late Climax Stationery Co., of which he later became secretary. In 1914 he enlisted in the U. S. Army and served four years as artillery sergeant in the First Field Artillery, later returning to Climax.

When the firm was liquidated in 1933, Finck set up his own indexing and printing firm and gradually built it into an international business. He held patents on a center cut index, a special plastic safe guard, a special machine for making tabs for technical books, and a rotary printing device for printing A-Z classifications on address books.

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Before me, a Notary Public in and for the State and county aforesaid, personally appeared E. A. Freund, who, having been duly sworn according to law, deposes and says that she is the publisher of Bookbinding & Book Production and that the following is, to the best of her knowledge and belief, a true statement of the ownership, management of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Acts of March 3, 1933, and July 2, 1946 (section 537, Postal Laws and Regulations), printed on the reverse of this form, to wit:

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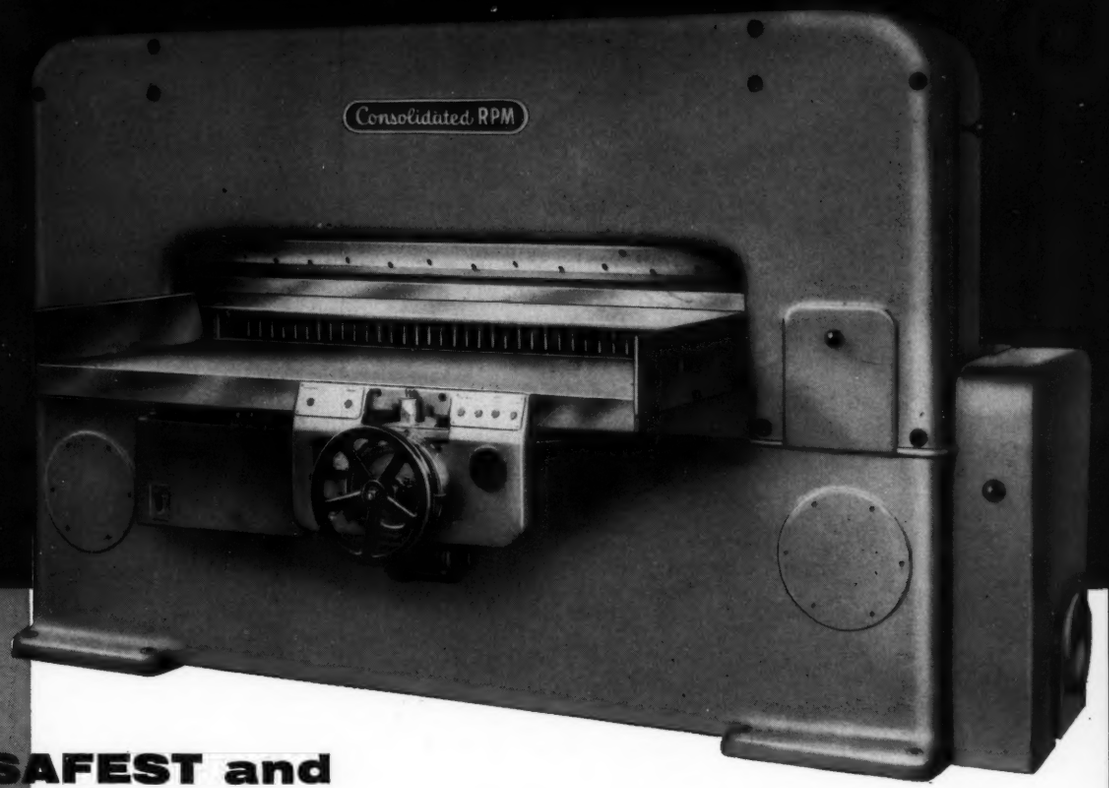

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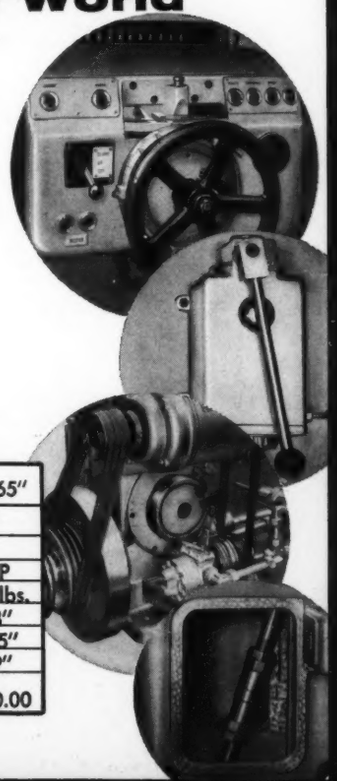

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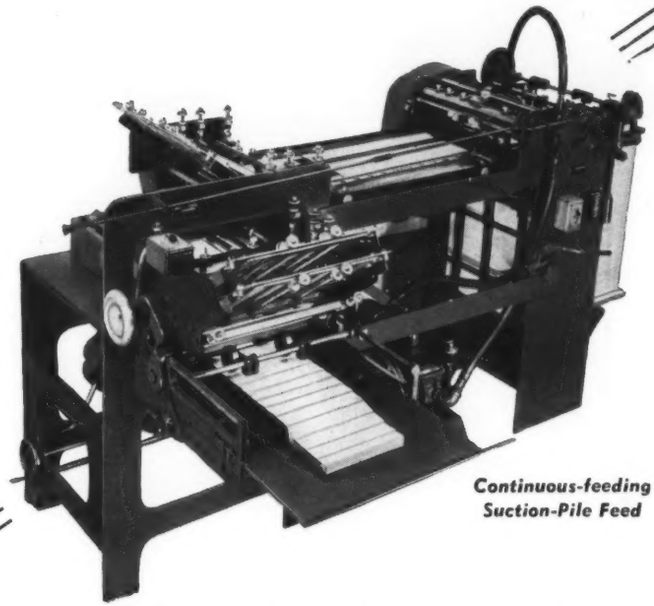

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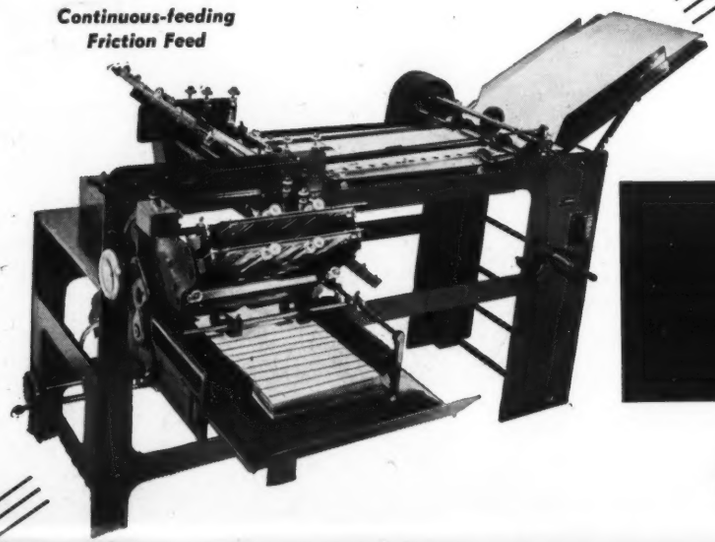

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